

## COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR SEPTEMBER 1981

	EVENING 7:00-11:00 PM										
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM Regular Special(3) Total(3)
HOUSEHOLDS % AVG. AUD.	14.2	14.1	16.9		13.6	14.3	16.7	14.3	13.2	15.2	14.6 14.0
NO. OF PROGRAMS†	7	6	23	1FR	3	10	22	28	28	36	64 17 81

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	7.4	10.7	4.8	6.6	4.1	6.2	4.9	6.7	6.0	4.7	8.2	6.2	7.5
NO. OF PROGRAMS†	3	3	12	13	8	4	13	12	25	56	9	5	14

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.  
(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.  
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 13, 1981

## NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	MISS AMERICA PAGEANT(S)	22.7	18,500	11	HOUSE CALLS	18.8	15,320
2	33RD ANNUAL EMMY AWARDS(S)	22.3	18,170	12	FACTS OF LIFE#	18.5	15,080
3	THREE'S COMPANY	21.0	17,120	13	HART TO HART	18.2	14,830
4	BEST OF THE WEST#	20.8	16,950	14	LAVERNE & SHIRLEY	17.8	14,510
5	M*A*S*H	20.5	16,710	15	HAPPY DAYS	17.6	14,340
6	NFL FOOTBALL SPECIAL(S)	20.4	16,630	16	NBC MONDAY NIGHT MOVIES	17.5	14,260
7	TOO CLOSE FOR COMFORT	20.0	16,300	16	60 MINUTES	17.5	14,260
8	DUKES OF HAZZARD	19.7	16,060	18	DALLAS	17.2	14,020
9	NFL MONDAY NIGHT FOOTBALL#	19.4	15,810	18	QUINCY, M.E.#	17.2	14,020
10	DIFF'RENT STROKES	19.1	15,570				

ABC SPORTSBRIEF-SAT 2 SAT. 8.58P 1 ABC N	1	192	98	A 11.7 22 954 B 11.7 22 954	1 SUN. 8.06P 60 NBC OP 2 SUN. 8.29P 60				B 17.5 29 1426
ABC SPORTSBRIEF-SUN 2 SUN. 7.58P 1 ABC N	1	192	99	A 9.0 17 734 B 9.0 17 734	COMEDY OF HORRORS(S) 1 TUE. 8.30P 30 CBS CS	173	96		A 12.1 20 986
ABC SUNDAY NIGHT MOVIE 1 SUN. 9.00P 120 ABC FF 2 SUN. 8.00P 150	43	142	196 90 99	A 12.7 22 1035 B 17.6 29 1434	CRONKITE'S UNIVERSE TUE. 8.00P 30 CBS DO	10	180 130	98 87	A 11.4 20 929 B 10.6 21 864
ABC WORLD NEWS TONIGHT M-F 6.30P 30 ABC N	228	200	190 99 97	A 10.9 24 888 B 11.8 23 962	DALLAS FRI. 10.00P 60 CBS GD	39	201 198	99 98	A 17.2 34 1402 B 26.2 47 2135
ABC WRLD NEWS TONIGHT-SUN 2 SUN. 6.30P 30 ABC N	40	156	87	A 6.6 15 538 B 8.3 17 676	DIFF'RENT STROKES WED. 9.00P 30 NBC CS	39	201 203	97 99	A 19.1 32 1557 B 19.8 32 1614
ALICE 1 SUN. 9.00P 30 CBS CS	34	142	89	A 11.5 21 937 B 20.6 32 1679	DISNEY'S WONDERFUL WORLD 1 SUN. 7.06P 60 NBC FV 2 SUN. 7.29P 60	37	200 202	98 98	A 12.0 24 978 B 13.7 24 1117
ARCHIE BUNKER'S PLACE 1 SUN. 8.00P 30 CBS CS	33	180	96	A 11.3 23 921 B 18.3 30 1491	DR. SEUSS-HOOBER BLOOB HY(S) 2 WED. 8.30P 30 CBS EA		125	87	A 8.9 15 725
BARBARA MANDRELL SAT. 8.00P 60 NBC GV	35	205	192 98 94	A 13.8 28 1125 B 14.5 27 1182	DUKES OF HAZZARD FRI. 9.00P 60 CBS CS	38	199 199	99 97	A 19.7 36 1606 B 23.0 40 1875
BARNEY MILLER 1 THU. 9.00P 30 ABC CS	38	202	98	A 15.9 27 1296 B 17.3 29 1410	DYNASTY WED. 10.00P 60 ABC GD	7	199 189	99 99	A 13.5 24 1100 B 11.4 21 929
BARNEY MILLER(B) 2 SUN. 10.30P 30 ABC CS		200	99	A 10.1 18 823	ENOS 1 SAT. 8.00P 60 CBS CS	9	180	97	A 10.4 22 848 B 10.5 24 856
BENSON 1 FRI. 8.00P 30 ABC CS	38	198	97	A 13.5 28 1100 B 14.5 27 1182	FACTS OF LIFE 1 WED. 9.30P 30 NBC CS	32	194	95	A 18.5 30 1508 B 18.9 31 1540
BEST OF THE WEST 2 THU. 8.00P 30 ABC CS	1	195	99	A 20.8 40 1695 B 20.8 40 1695	FANTASY ISLAND 2 SAT. 10.00P 60 ABC A	40	190	98	A 12.5 23 1019 B 18.7 35 1524

1 FRI.	8.30P	30	ABC	QG				B	10.6	21	864	2 THU.	9.51P	1				A	13.3	24	1084
LAVERNE & SHIRLEY					37	208	180	99	95	A	17.8	30	1451	NBC NEWS UPDATE-2-SAT.	13	180	88	B	9.3	18	758
TUE.	8.30P	30	ABC	CS				B	18.7	30	1524	2 SAT.	9.58P	1	NBC N			A	15.1	28	1231
LITTLE HOUSE-PRAIRIE					43	217	210	99	99	A	14.6	25	1190	NBC NEWS UPDATE-2-SUN.	11	184	91	A	13.5	22	1100
MON.	8.00P	60	NBC	GD				B	18.9	30	1540	1 SUN.	10.00P	1	NBC N			B			
LITTLE HOUSE-PRAIRIE(B)							203		99	A	16.1	28	1312	NBC NIGHTLY NEWS-SAT.	42	163	158	A	8.3	21	676
2 TUE.	8.00P	60	NBC	GD				A	15.9	27	1296	SAT.	6.30P	30	NBC N			B	8.5	18	693
LOU GRANT					36	197	193	99	99	B	18.3	31	1491	NBC NIGHTLY NEWS	227	205	205	A	10.5	23	856
MON.	10.00P	60	CBS	GD				B						M-F	6.30P	30	NBC N	B	11.9	23	970
LOVE BOAT					42		198		98	A	16.1	30	1312	NBC SAT NIGHT MOVIE SPEC.	10	187		A	12.4	25	1011
2 SAT.	9.00P	60	ABC	CS				B	21.4	38	1744	1 SAT.	9.00P	120	NBC FF		94	B	13.7	25	1117
MAGNUM, P.I.					2	192	123	97	86	A	12.0	22	978	NBC THURSDAY NIGHT MOVIES	38	182	178	A	16.3	28	1328
THU.	8.00P	60	CBS	PD				B	12.0	22	978	THU.	9.00P	120	NBC FF		94	B	14.7	25	1198
MARIE					1		195		98	A	13.2	25	1076	NBC TUESDAY NIGHT MOVIE	2	195	197	A	16.6	28	1353
2 SAT.	9.00P	60	NBC	GV				B	13.2	25	1076	1 TUE.	8.00P	180	NBC FF			B	16.6	28	1353
M*A*S*H					39	201	199	99	99	A	20.5	32	1671	2 TUE.	9.00P	120					
MON.	9.00P	30	CBS	CS				B	23.1	36	1883	NBC WHITE PAPER(S)				201	99	A	10.8	19	880
MISS AMERICA PAGEANT(S)							214		99	A	22.7	46	1850	2 WED.	9.30P	90	NBC DN				
2 SAT.	10.00P	121	NBC	AC										NCAA FOOTBALL SPECIAL(S)		204		A	11.0	22	897
MORK & MINDY					39	196		98		A	15.8	29	1288	1 SAT.	9.00P	170	ABC SE				
1 THU.	8.00P	30	ABC	CS						B	15.8	28	1288	NEWSBREAK-M-F		205		A	12.5	22	1019
NBC FRIDAY NIGHT MOVIE					9		187		96	A	15.1	29	1231	1 MTUHF	8.58P	1	CBS N	B	14.3	23	1165
2 FRI.	9.00P	120	NBC	FF				B	10.7	21	872	1 WED.	8.57P	1							
NBC MAGAZINE					1		153		90	A	10.6	21	864	2 MTUHF	8.58P	1					
2 FRI.	8.00P	60	NBC	DN				B	10.6	21	864	2 WED.	8.29P	1							

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1981 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D																																									
NEWSBREAK-SAT.					41	171		92		A	10.7	21	872	WHITE SEAL(S)							131		88		A	8.9	16	725													
1 SAT.	8.58P	1	CBS	N						B	11.8	21	962	2 WED.	8.00P	30	CBS	EA																							
NEWSBREAK-SUN.					42	161	178	90	93	A	16.4	28	1337	WKRP IN CINCINNATI					12		191	190	99	99	A	16.3	28	1328													
1 SUN.	8.58P	1	CBS	N						B	18.3	29	1491	1 MON.	8.00P	30	CBS	CS			B				B	14.1	27	1149													
2 SUN.	9.35P	1												2 MON.	8.00P	60																									
NFL FOOTBALL SPECIAL(S)							195		99	A	20.4	36	1663	*LATE FRINGE					3					98	A	3.5	21	285													
2 THU.	8.30P	195	ABC	SE						B	19.4	35	1581	ABC NEWS:NIGHTLINE-MON							192			B	4.6	18	375														
NFL MONDAY NIGHT FOOTBALL					1		201		99	A	19.4	35	1581	2 MON.	12.43A	30	ABC	N																							
2 MON.	9.00P	187	ABC	SE						B	19.4	35	1581	ABC NEWS:NIGHTLINE					141		191	189	96	97	A	6.9	20	562													
NURSE					2	190	193	98	98	A	12.5	21	1019	1 M-F	11.30P	30	ABC	N			B				B	7.4	22	603													
2 THU.	9.00P	60	CBS	GD						B	12.5	21	1019	2 TUE	11.30P	30																									
ONE DAY AT A TIME					32	178		96		A	11.8	22	962	ABC NEWS:NIGHTLINE-THU(B)							187			97	A	4.9	22	399													
1 SUN.	8.30P	30	CBS	CS						B	18.9	30	1540	2 THU.	12.14A	30	ABC	N																							
QUINCY, M.E.					35	199		98		A	17.2	31	1402	ABC WEEKEND REPORT-SAT.					45		161	168	92	92	A	4.2	10	342													
1 WED.	10.00P	60	NBC	OP						B	17.5	30	1426	1 SAT.	11.50P	15	ABC	N			B				B	7.3	16	595													
REAL PEOPLE					47	205	174	98	93	A	15.3	27	1247	2 SAT.	11.00P	15																									
WED.	8.00P	60	NBC	PV						B	19.2	32	1565	ABC WEEKEND REPORT-SUN.					45			169		93	A	3.9	8	318													
60 MINUTES					48	201	204	99	99	A	17.5	36	1426	2 SUN.	11.00P	15	ABC	N			B				B	5.1	12	416													
SUN.	7.00P	60	CBS	DN						B	24.0	42	1956	ABC WEEKEND REPORT-SUN(B)							115			76	A	5.9	12	481													

STEPHANIE(S)						130		88		A	9.2	15	750
2 TUE.	8.30P	30	CBS	CS									
TAXI					27	201		99		A	16.7	28	1361
1 THU.	9.30P	30	ABC	CS						B	16.7	28	1361
THAT'S INCREDIBLE					32	195	187	99	94	A	14.3	25	1165
MON.	8.00P	60	ABC	PV						B	19.4	29	1581
33RD ANNUAL EMMY AWARDS(S)							194		99	A	22.3	37	1817
2 SUN.	8.00P	183	CBS	AC									
THREE'S COMPANY					39	203	201	99	99	A	21.0	34	1712
TUE.	9.00P	30	ABC	CS						B	20.9	33	1703
TIM CONWAY SHOW					10	185		98		A	15.7	25	1280
1 MON.	8.30P	30	CBS	CV						B	14.0	26	1141
TOO CLOSE FOR COMFORT					33	203	199	99	99	A	20.0	32	1630
TUE.	9.30P	30	ABC	CS						B	20.0	31	1630
TRAPPER JOHN, M.D.					31	140		89		A	11.6	21	945
1 SUN.	10.00P	60	CBS	GD						B	19.7	33	1606
TRUE LIFE STORIES(S)							190		98	A	7.9	15	644
2 SUN.	7.00P	60	ABC	PV									
20/20					41	200		99		A	15.8	29	1288
1 THU.	10.00P	60	ABC	DN						B	17.2	30	1402
240-ROBERT					2	168	179	90	96	A	9.4	19	766
SAT.	8.00P	60	ABC	OP						B	9.4	19	766
VEGA\$					4	194	184	97	97	A	14.3	24	1165
WED.	9.00P	60	ABC	PD						B	13.5	23	1100

1 SUN.	11.00P	15	ABC	N									
CBS SUNDAY NEWS-OSGOOD					48	97	132	61	72	A	5.9	12	481
1 SUN.	11.00P	15	CBS	N						B	7.7	16	628
2 SUN.	11.03P	15											
CHARLIE'S ANGELS-12.00					32	171	167	94	94	A	3.0	17	245
1 THU.	12.00M	68	ABC	PD						B	4.1	19	334
2 THU.	12.44A	68											
FANTASY ISLAND-12.00					30	165		94		A	3.3	15	269
1 MON.	12.00M	69	ABC	A						B	3.4	16	277
FANTASY ISLAND-12.00					1		169		91	A	3.0	15	245
2 TUE.	12.00M	68	ABC	A						B	3.0	15	245
FRIDAYS					16	177	181	96	97	A	4.6	18	375
1 FRI.	12.00M	71	ABC	GV						B	5.5	21	448
2 FRI.	12.00M	72											
LATE MOVIE I					207	158	158	88	88	A	3.9	18	318
1 MON.	12.00M	71	CBS	FF						B	6.2	22	505
1 TUE	12.00M	72											
1 WED.	12.00M	70											
2 M & W	12.00M	71											
2 TUE.	12.30A	71											
2 THU.	12.00M	68											
2 FRI.	12.00M	72											
LATE MOVIE II					205	158	158	88	87	A	2.8	23	228
1 MON.	1.11A	45	CBS	FF						B	4.2	25	342
1 TUE.	1.12A	44											
1 WED.	1.10A	42											
CONT'D													

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1981 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
												K	E	Y	AVG. AUD. %	SHARE %													AVG. AUD. (0,000)	K	E	Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2									WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																

M-TH	12.30A	30	NBC CC							B	3.7	19	302	AFTERNOON PLAYHOUSE-TUE.(S)	158	85	A	4.2	14	342	
TOMORROW COAST TO COAST-2	180	191	192	97	97	A	2.1	17	171	1 TUE.	4.00P	30	CBS CL	1 TUE.	4.00P	30	CBS CL	A	3.5	12	285
1 MON.	1.00A	45	NBC CC			B	2.5	18	204	AFTERNOON PLAYHOUSE-WED.(S)	158	85	A	3.5	12	285					
1 TUE.	1.00A	50								1 WED.	4.00P	30	CBS CL								
1 W & TH	1.00A	56								AFTERNOON PLAYHOUSE-THU.(S)	158	85	A	3.0	11	245					
2 MON.	1.00A	50								1 THU.	4.00P	30	CBS CL	1 THU.	4.00P	30	CBS CL	A	2.9	11	236
2 TU&TH	1.00A	57								AFTERNOON PLAYHOUSE-FRI.(S)	157	85	A	2.9	11	236					
2 WED.	1.00A	56								1 FRI.	4.00P	30	CBS CL								
TONIGHT SHOW		227	210	210	99	99	A	7.4	25	603											
1 M-TH	11.30P	60	NBC GV			B	7.4	24	603	ALICE-M-F			212	170	169	93	91	A	5.8	30	473
1 FRI.	11.52P	60								1 MTUWF	10.30A	30	CBS CS	B				B	6.3	30	513
2 M-F	11.30P	60								2 TU-F	10.30A	30									
TUESDAY MOVIE-WEEK-PART 1	29	162		88		A	3.1	14	253	ALICE-MON(B)					104		76	A	7.0	24	571
1 TUE.	12.00M	71	ABC FF			B	4.1	19	334	2 MON.	10.30A	30	CBS CS								
TUESDAY MOVIE-WEEK-PART 2	29	162		88		A	2.9	21	236	ALL MY CHILDREN			225	201	200	99	99	A	9.5	36	774
1 TUE.	1.11A	17	ABC FF			B	3.5	23	285	1 M-F	1.00P	60	ABC DD	B				B	9.1	33	742
US OPN HILITES-TEN-MON.(S)			162		91	A	5.6	16	456	2 TU-F	1.00P	60									
2 MON.	11.30P	30	CBS SC							ALL MY CHILDREN-MON(B)					126		82	A	7.4	22	603
2 MON.	11.30P	30	CBS SC							2 MON.	1.00P	60	ABC DD								
US OPN HILITES-TEN-TUE.(S)			169		91	A	4.4	13	359	ANOTHER WORLD			224	205	195	99	96	A	4.5	17	367
2 TUE.	11.30P	30	CBS SC							M-F	2.00P	60	NBC DD	B				B	5.0	18	408
US OPN HILITES-TEN-WED.(S)			172		92	A	6.3	19	513	AS THE WORLD TURNS			59	194	192	99	98	A	5.9	23	481
2 WED.	11.30P	30	CBS SC							1 M-F	1.30P	60	CBS DD	B				B	6.6	23	538
2 WED.	11.30P	30	CBS SC							2 TU-F	1.30P	60									
US OPN HILITES-TEN-THU.(S)			170		92	A	4.7	14	383												
2 THU.	11.30P	30	CBS SC							BLOCKBUSTERS			206	147	136	86	81	A	3.0	15	245
US OPN HILITES-TEN-FRI.(S)			166		91	A	6.3	18	513	M-F	10.30A	30	NBC QG	B				B	3.6	17	293
2 FRI.	11.30P	30	CBS SC																		





1 SAT.	10.00A	30	CBS	CA	10	196	98	B	5.4	26	440	2 SAT.	12.30P	30	NBC	CA	2	186	190	97	99	B	4.7	19	383	
ALL NEW	POPEYE HOUR	2						A	4.1	18	334	CBS NFL FTBL PRE					A					B	6.7	26	546	
1 SAT.	10.30A	30	CBS	CA				B	5.7	26	465	SUN.	12.30P	30	CBS	SE		B					B	6.7	26	546
AMERICAN	BANDSTAND '81				38	174	152	90	82	A	4.7	18	383	CBS NFL FTBL GM			2	198	199	99	99	A	14.1	41	1149	
SAT.	12.30P	60	ABC	PC				B	4.7	18	383	1 SUN.	1.00P	193	CBS	SE		B					B	14.1	41	1149
ANIMALS, ANIMALS, ANIMALS					41	117	105	81	70	A	1.7	7	139	2 SUN.	1.00P	190										
SUN.	11.30A	30	ABC	CL				B	2.4	10	196	CBS NFL FTBL POST					1		68	33	A	3.0	8	245		
ASK NBC	NEWS-8:28AM				1		174	93	A	3.5	28	285	2 SUN.	3.58P	12	CBS	SC				B	3.0	8	245		
2 SAT.	8.28A	2	NBC	CN					B	3.5	28	285	COLLEGE FOOTBALL '81				1		87	66	A	1.8	7	147		
ASK NBC	NEWS-8:58AM				47	190	96	A	3.4	22	277	2 SUN.	12.30P	30	ABC	SC					B	1.8	7	147		
1 SAT.	8.58A	2	NBC	CN					B	3.5	21	285	DAFFY DUCK SHOW				46	199	96		A	4.2	19	342		
ASK NBC	NEWS-09:28AM				1		196	97	A	7.1	30	579	1 SAT.	10.30A	30	NBC	CA				B	5.2	21	424		
2 SAT.	9.28A	2	NBC	CN					B	7.1	30	579	DAFFY/SPEEDY SHOW				1		156	73	A	5.2	21	424		
ASK NBC	NEWS-10:28AM				1		198	98	A	5.5	23	448	2 SAT.	12.00N	30	NBC	CA				B	5.2	21	424		
2 SAT.	10.28A	2	NBC	CN					B	5.5	23	448	DEAR ALEX & ANNIE-11.26AM				1		186	96	A	4.7	20	383		
ASK NBC	NEWS-11:28AM				1		191	94	A	5.1	22	416	2 SAT.	11.26A	3	ABC	CN				B	4.7	20	383		
2 SAT.	11.28A	2	NBC	CN					B	5.1	22	416	DEAR ALEX & ANNIE-11.55AM				43	190	97		A	4.7	21	383		
ASK NBC	NEWS-10:58AM				46	200	96	A	3.8	17	310	1 SAT.	11.55A	4	ABC	CN					B	5.3	22	432		
1 SAT.	10.58A	2	NBC	CN					B	5.2	21	424	DEAR ALEX & ANNIE-11.25AM				51		105	80	A	2.8	13	228		
ASK NBC	NEWS-11:58AM				46	194	95	A	4.7	20	383	2 SUN.	11.25A	4	ABC	CN					B	5.0	21	408		
1 SAT.	11.58A	2	NBC	CN					B	5.3	21	432	DEAR ALEX & ANNIE-11.26AM				47	116	81		A	2.0	9	163		
ASK NBC	NEWS-9:58AM				45	202	99	A	3.7	17	302	1 SUN.	11.26A	3	ABC	CN					B	3.2	14	261		
1 SAT.	9.58A	2	NBC	CN					B	4.4	19	359	DRAK PACK				24	162	89		A	4.4	19	359		
ASK NBC	NEWS 12:28PM				1		156	73	A	5.0	20	408	1 SAT.	12.30P	30	CBS	CA				B	5.3	22	432		
2 SAT.	12.28P	2	NBC	CN					B	5.0	20	408														

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1981 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD ADIENCES					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
WEEKEND DAYTIME CONT'D																													
FACE THE NATION					47	135	140	87	91	A	2.6	11	212	IN THE NEWS-10.56AM					24	196	188	98	98	A	5.4	23	440		
SUN. 11.30A					30 CBS CC					B	3.7	15	302	SAT. 10.56A					3 CBS CN	24	190	180	98	96	B	5.5	24	448	
FLINTSTONES					13	149		73		A	2.7	11	220	IN THE NEWS-11.26AM					24					A	6.0	25	489		
1 SAT. 12.30P					30 NBC CA					B	3.2	14	261	SAT. 11.26A					3 CBS CN					B	5.7	25	465		
FLINTSTONE'S COMEDY SHW 1					14	189		96		A	1.6	17	130	ISSUES AND ANSWERS					44	151	159	90	92	A	1.9	8	155		
1 SAT. 8.00A					30 NBC CA					B	1.5	17	122	SUN. 12.00N					30 ABC CC	13	197		97	B	3.6	14	293		
FLINTSTONE'S COMEDY SHW 2					14	189		96		A	2.7	19	220	JETSONS					13					A	4.9	21	399		
1 SAT. 8.30A					30 NBC CA					B	2.4	19	196	1 SAT. 11.00A					30 NBC CA					B	4.8	22	391		
FLINTSTONE'S COMEDY SHW2					1		174		93	A	2.7	25	220	JONNY QUEST					44	153		76		A	3.3	14	269		
2 SAT. 8.00A					30 NBC CA					B	2.7	25	220	1 SAT. 12.00N					30 NBC CA					B	4.3	17	350		
FONZ AND HAPPY DAYS GANG					1		195		99	A	4.2	19	342	KID SUPER POWER I					1		197		98	A	6.1	27	497		
2 SAT. 9.00A					30 ABC CA					B	4.2	19	342	2 SAT. 9.30A					30 NBC CA					B	6.1	27	497		
FONZ/HAPPY DAYS GANG					40	192		99		A	6.0	32	489	KID SUPER POWER II					1		198		98	A	6.3	27	513		
1 SAT. 9.00A					30 ABC CA					B	6.1	30	497	2 SAT. 10.00A					30 NBC CA					B	6.3	27	513		
GODZILLA					13	198		99		A	4.2	23	342	KIDS ARE PEOPLE TOO I					47	115	104	80	90	A	1.9	9	155		
1 SAT. 9.00A					30 NBC CA					B	3.3	21	269	1 SUN. 10.30A					35 ABC CL					B	2.8	12	228		
GOLDIE GOLD/ACTION JACK					1		186		96	A	4.5	20	367	2 SUN. 10.30A					30										
2 SAT. 11.00A					30 ABC CS					B	4.5	20	367	KIDS ARE PEOPLE TOO II					46	116	105	81	80	A	2.4	11	196		
GREATEST SUPERFRIENDS-1					41	176		92		A	2.9	30	236	1 SUN. 11.05A					25 ABC CL					B	3.3	14	269		
2 SAT. 11.00A					30 ABC CS									2 SUN. 11.00A					30										

1 SAT. 8.00A 30 ABC CA

GREATEST SUPERFRIENDS-2 41

1 SAT. 8.30A 30 ABC CA

HEATHCLIFF &amp; DINGBAT 45

1 SAT. 11.00A 30 ABC CA

HEATHCLIFF &amp; MARMADUKE 1

2 SAT. 8.30A 30 ABC CA

HONG KONG PHOOEY 13

1 SAT. 11.30A 30 NBC CA

IN THE NEWS- 8.26AM 24

SAT. 8.26A 3 CBS CN

IN THE NEWS- 8.56AM 24

SAT. 8.56A 3 CBS CN

IN THE NEWS- 9.26AM 24

SAT. 9.26A 3 CBS CN

IN THE NEWS- 9.56AM 1

2 SAT. 9.56A 3 CBS CN

IN THE NEWS-10.26AM 24

1 SAT. 10.26A 3 CBS CN

IN THE NEWS-11.56AM 24

SAT. 11.56A 3 CBS CN

IN THE NEWS-12.26PM 24

1 SAT. 12.26P 3 CBS CN

IN THE NEWS-12.56PM 24

1 SAT. 12.56P 3 CBS CN

B 3.3 26 269

A 4.8 33 391

A 4.7 28 383

A 6.9 31 562

B 6.3 27 513

A 3.8 21 310

B 3.8 21 310

A 4.0 17 326

B 4.4 20 359

A 3.1 24 253

B 3.4 26 277

A 3.7 21 302

B 5.1 30 416

A 6.1 28 497

B 7.0 35 571

A 7.2 32 587

B 7.2 32 587

A 3.7 16 302

B 6.0 26 489

A 5.6 23 456

B 5.7 24 465

A 3.8 16 310

B 5.2 22 424

A 4.2 17 342

B 5.1 21 416

KWICKY KOALA SHOW 1

2 SAT. 8.00A 30 CBS CA

MEET THE PRESS 48

SUN. 12.00N 30 NBC CC

NBC MAJOR LEAGUE PRE GAME 12

1 SAT. 2.00P 15 NBC SC

2 SAT. 2.00P 16

NBC MAJOR LEAGUE GAME 12

1 SAT. 2.15P 159 NBC SE

2 SAT. 2.16P 153

NBC MAJOR LEAGUE POST-SAT 1

1 SAT. 4.47P 13 NBC SC

NCAA FOOTBALL PRE GAME 1

2 SAT. 3.00P 17 ABC SC

NCAA FOOTBALL GAME 1

2 SAT. 3.17P 214 ABC SE

NCAA FOOTBALL POST GAME 1

2 SAT. 6.51P 9 ABC SC

NEW FAT ALBERT SHOW 24

1 SAT. 12.00N 30 CBS CA

NFL '81-NBC PRE 2

SUN. 12.30P 30 NBC SC

NFL FOOTBALL GAME 1-NBC 2

1 SUN. 1.00P 199 NBC SE

2 SUN. 1.00P 193

183 98

136 129 87 88

208 196 98 93

202 195 93 93

142 71

199 99

201 99

197 96

176 94

2 158 151 87 86

2 202 201 81 81

A 2.8 22 228

B 2.8 22 228

A 2.9 13 236

B 4.0 16 326

A 5.0 19 408

B 4.9 20 399

A 5.8 19 473

B 6.6 23 538

A 4.2 14 342

B 4.2 14 342

A 5.9 20 481

B 5.9 20 481

A 7.4 22 603

B 7.4 22 603

A 6.4 17 522

B 6.4 17 522

A 3.9 17 318

B 5.4 23 440

A 3.8 15 310

B 3.8 15 310

A 8.2 26 668

B 8.2 26 668



SCHOOLHOUSE ROCK-10.55AM	1	195	99	A	5.3	23	432	1 SAT.	9.28A	2 NBC CN				B	4.3	21	350
2 SAT.	10.55A	4 ABC CN		B	5.3	23	432	TIME OUT-10:28AM		46	203	99	A	3.7	17	302	
SCHOOLHOUSE ROCK-10.56AM	40	194	99	A	8.8	39	717	1 SAT.	10.28A	2 NBC CN			B	4.5	19	367	
1 SAT.	10.56A	3 ABC CN		B	6.9	28	562	TIME OUT-11:28AM		46	197	97	A	4.8	20	391	
SCHOOLHOUSE ROCK-11.56AM	1	188	97	A	4.5	19	367	1 SAT.	11.28A	2 NBC CN			B	5.1	21	416	
2 SAT.	11.55A	4 ABC CN		B	4.5	19	367	TIME OUT-12:28PM		45	153	76	A	3.3	14	269	
SCHOOLHOUSE ROCK-11.55AM	41	117	81	A	2.4	10	196	1 SAT.	12.28P	2 NBC CN			B	4.0	16	326	
1 SUN.	11.55A	4 ABC CN		B	2.7	11	220	TOM AND JERRY		24	189	97	A	2.3	21	187	
SCOOBY DOO CLASSICS	1	195	99	A	5.8	25	473	1 SAT.	8.00A	30 CBS CA			B	2.9	24	236	
2 SAT.	9.30A	30 ABC CA		B	5.8	25	473	TROLLKINS		1		188	97	A	4.3	24	350
SCOOBY & SCRAPPY DOO	40	188	99	A	9.3	42	758	2 SAT.	8.30A	30 CBS CA			B	4.3	24	350	
1 SAT.	10.00A	30 ABC CA		B	8.1	33	660	U.S. AMATEUR GOLF CHAMP.(S)			173	92	A	2.5	7	204	
SMURFS I	1	196	97	A	5.9	35	481	1 SUN.	5.30P	88 ABC CE							
2 SAT.	8.30A	30 NBC CA		B	5.9	35	481	U.S. OPEN TENNIS SAT.(S)			185	98	A	4.0	14	326	
SMURFS II	1	196	97	A	8.4	38	685	1 SAT.	1.00P	305 CBS SE							
2 SAT.	9.00A	30 NBC CA		B	8.4	38	685	U.S. OPEN TENNIS SUN.(S)			183	98	A	4.3	12	350	
SPACE STARS I	1	192	95	A	5.6	24	456	1 SUN.	4.14P	156 CBS SE							
2 SAT.	10.30A	30 NBC CA		B	5.6	24	456	US OPN TENNIS-SAT.(S)			191	99	A	7.7	23	628	
SPACE STARS II	1	191	94	A	5.0	22	408	2 SAT.	12.00N	527 CBS SE							
2 SAT.	11.00A	30 NBC CA		B	5.0	22	408	US OPN TENNIS-SUN(S)			181	90	A	8.4	20	685	
SPIDER-MAN & FRIENDS	1	187	93	A	5.4	22	440	2 SUN.	4.13P	165 CBS SE							
2 SAT.	11.30A	30 NBC CA		B	5.4	22	440	WALKER CUP GOLF MATCH(S)			179	97	A	3.6	12	293	
SPORTSBEAT	1	177	96	A	2.8	7	228	1 SAT.	4.00P	60 ABC SE							
2 SUN.	5.00P	30 ABC SC		B	2.8	7	228										

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					16,870 20.7				21,430 26.3									
	ABC TV						THAT'S INCREDIBLE (R)(OP)				ABC MONDAY NIGHT MOVIE ANNIE HALL(R)(SUS-OP) (9:00-10:51PM) (SUSTAINING 10:51-10:55PM)									
	AVERAGE AUDIENCE (Households (000) & %)	{					12,230 15.0	13.2*		16.8*	11,080 13.6	15.1*		13.6*		13.0*		12.5*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					26 12.4	24* 13.9		27* 16.6	22 16.1	23* 14.1		22* 13.4		21* 13.3		22* 12.7	12.5 12.5	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					14,020 17.2		14,430 17.7		20,700 25.4		18,830 23.1		18,340 22.5					
	CBS TV						WKRP IN CINCINNATI (R)		TIM CONWAY SHOW (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)		LOU GRANT (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{					11,740 14.4		12,800 15.7		18,010 22.1		17,120 21.0		14,340 17.6		17.9*		17.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					26 13.6		25 15.2		34 20.8		33 23.3		30 20.8		30* 21.3		31* 17.3	16.8 17.7
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					16,790 20.6				22,410 27.5									
	NBC TV						LITTLE HOUSE-PRAIRIE (R)(OP)				NBC MONDAY NIGHT MOVIES AIRPORT '77, PART 2(R) (SUS-OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{					12,390 15.2	14.2*		16.2*	14,830 18.2	15.5*		17.6*		19.9*		19.9*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					26 13.2	26* 15.1		26* 15.7	30 14.9	24* 16.1		28* 17.3		33* 18.0		35* 19.8	20.0 20.4	19.4
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					16,060 19.7				29,580 36.3									
	ABC TV						THAT'S INCREDIBLE (R)(OP)				NFL MONDAY NIGHT FOOTBALL SAN DIEGO VS CLEVELAND (9:00-12:07AM)(-OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{					11,000 13.5	12.5*		14.5*	15,810 19.4	17.9*		20.6*		23.2*		21.2*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					24 12.5	22* 12.6		25* 13.8	35 17.3	29* 18.4		33* 20.4		38* 20.8		36* 21.5	20.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					18,750 23.0				17,360 21.3		15,080 18.5		15,000 18.4					
	CBS TV						WKRP IN CINCINNATI (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)		LOU GRANT (R)							
	AVERAGE AUDIENCE (Households (000) & %)	{					14,020 17.2	16.4*		18.0*	15,400 18.9		13,530 16.6		11,490 14.1		13.6*		14.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					30 15.5	29* 17.3		30* 18.0	30 17.9		27 19.8		24 16.6		23* 16.7		26* 13.3	14.0 14.6
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					14,590 17.9				20,540 25.2									
	NBC TV						LITTLE HOUSE-PRAIRIE (R)(OP)				NBC MONDAY NIGHT MOVIES THE BEST PLACE TO BE, PART 1(R) (SUS-OP)									
	AVERAGE AUDIENCE (Households (000) & %)	{					11,410 14.0	13.4*		14.5*	13,690 16.8	15.7*		17.2*		17.1*		17.1*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					24 12.9	24* 14.0		24* 14.3	28 15.1	25* 16.2		28* 17.2		28* 17.6		31* 16.7	17.5 16.7	55.0
TV HOUSEHOLDS USING TV			WK. 1	49.7	49.9	50.4	52.6	53.4	57.0	60.1	63.2	64.2	64.9	63.1	62.7	61.6	59.7	57.4	55.0	
(See Def. 1)			WK. 2	50.0	50.4	51.7	54.5	55.3	57.6	59.5	60.8	61.3	63.1	62.5	62.4	60.8	59.7	57.0	55.0	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,870 20.7		17,280 21.2		19,720 24.2		18,910 23.2		18,660 22.9			
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART (R)			
	AVERAGE AUDIENCE (Households (000) & %)					14,510 17.8		14,910 18.3		17,360 21.3		16,870 20.7		14,830 18.2		18.5*	18.0*
	SHARE OF AUDIENCE %					32		31		35		34		32		32 *	32 *
	AVG. AUD. BY ¼ HR. %					17.0	18.6	17.7	18.8	20.4	22.2	20.6	20.8	18.9	18.1	18.0	17.9
K 2	TOTAL AUDIENCE (Households (000) & %)					12,140 14.9		11,650 14.3		17,120 21.0							
	CBS TV					CRONKITE'S UNIVERSE		COMEDY OF HORRORS (OP)						CBS TUESDAY NIGHT MOVIES THE FAMILY MAN(R)			
	AVERAGE AUDIENCE (Households (000) & %)					9,860 12.1		9,860 12.1		11,490 14.1	12.3*		13.8*		15.1*		15.1*
	SHARE OF AUDIENCE %					22		20		24	20 *		22 *		26 *		27 *
	AVG. AUD. BY ¼ HR. %					12.3	11.8	11.5	12.6	11.7	12.9	13.5	14.2	15.3	15.0	15.2	15.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					21,350 26.2											
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,170 13.7	11.7*		14.0*		13.8*		13.4*		14.7*		14.3*
	SHARE OF AUDIENCE %					23	21 *		23 *		22 *		22 *		25 *		25 *
	AVG. AUD. BY ¼ HR. %					11.3	12.2	14.2	13.9	14.2	13.4	13.5	13.3	14.5	15.0	14.9	13.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,890 19.5		15,490 19.0		19,320 23.7		17,280 21.2		18,170 22.3			
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART (R)			
	AVERAGE AUDIENCE (Households (000) & %)					14,100 17.3		14,100 17.3		16,870 20.7		15,730 19.3		14,750 18.1		17.8*	18.3*
	SHARE OF AUDIENCE %					30		29		33		31		31		30 *	31 *
	AVG. AUD. BY ¼ HR. %					16.3	18.3	17.0	17.6	20.2	21.3	19.1	19.4	17.8	17.8	18.3	18.4
K 2	TOTAL AUDIENCE (Households (000) & %)					10,110 12.4		8,560 10.5		14,100 17.3							
	CBS TV					CRONKITE'S UNIVERSE		STEPHANIE (OP)						CBS TUESDAY NIGHT MOVIES STRANGERS: THE STORY OF A MOTHER AND DAUGHTER(R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,640 10.6		7,500 9.2		8,640 10.6	10.1*		10.8*		10.8*		10.5*
	SHARE OF AUDIENCE %					19		15		17	16 *		17 *		18 *		18 *
	AVG. AUD. BY ¼ HR. %					10.8	10.3	9.4	9.1	10.2	10.1	10.9	10.7	10.9	10.7	10.5	10.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,280 21.2				22,580 27.7							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					13,120 16.1	14.8*		17.4*		17,030 20.9	19.7*		21.0*		21.6*	21.4*
	SHARE OF AUDIENCE %					28	26 *		29 *		34	32 *		33 *		36 *	37 *
	AVG. AUD. BY ¼ HR. %					14.2	15.3	17.2	17.6	19.1	20.2	20.8	21.2	21.5	21.7	21.6	21.2
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	50.4	52.1	51.1	52.1	54.6	57.2	58.9	60.9	60.9	61.8	61.7	61.5	59.5	57.5	56.8
U.S. TV Households: 81,500,000		WK. 2	49.0	50.8	51.6	54.2	55.7	58.3	58.8	60.0	61.7	63.1	62.6	62.9	60.8	59.6	59.2

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					17,120 21.0				13,610 16.7				12,630 15.5				
	ABC TV						GREATEST AMERICAN HERO (R)				VEGAS (R)(OP)				DYNASTY (R)				
	AVERAGE AUDIENCE (Households (000) & %)	{					12,470 15.3				10,270 12.6				9,130 11.2				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 13.6	27 * 15.3		28 * 16.0	21 11.9	19 * 11.7		22 * 12.9	20 11.2	20 * 11.3	10.9	11.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					21,190 26.0												
	CBS TV						CBS WEDNESDAY NIGHT MOVIE THE MEMORY OF EVA RYKER(R)(OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{					11,080 13.6	11.2* 24		11.7* 21 *		12.9* 21 *		14.3* 24 *		15.8* 28 *		15.8* 29 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						11.3 11.3	11.1 11.1		11.7 11.7	12.5 12.5	13.2 13.2	14.1 14.1	14.4 14.4	15.7 15.7	15.9 15.9	15.9 15.9	15.7 15.7	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{					16,460 20.2				17,440 21.4		16,710 20.5		18,010 22.1				
	NBC TV						REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		FACTS OF LIFE (R)		QUINCY, M.E. (R)				
	AVERAGE AUDIENCE (Households (000) & %)	{					12,390 15.2	14.7* 28		15.6* 27 *	15,890 19.5		15,080 18.5		14,020 17.2		17.2* 31 *	17.2* 31 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						14.1 14.1	15.4 15.4	15.5 15.5	15.6 15.6	19.1 19.1	19.8 19.8	18.3 18.3	18.6 18.6	17.2 17.2	17.3 17.3	17.3 17.3	17.2 17.2	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{					16,220 19.9				17,120 21.0				16,630 20.4				
	ABC TV						GREATEST AMERICAN HERO (R)				VEGAS (R)(OP)				DYNASTY (R)				
	AVERAGE AUDIENCE (Households (000) & %)	{					11,900 14.6	13.7* 26		15.5* 27 *	13,040 16.0	14.4* 25 *		17.7* 30 *	12,800 15.7	15.8* 29	15.8* 28 *	15.7* 30 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						13.3 13.3	14.1 14.1	15.6 15.6	15.5 15.5	13.9 13.9	14.9 14.9	17.3 17.3	18.1 18.1	15.7 15.7	15.8 15.8	15.8 15.8	15.6 15.6	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{					9,130 11.2		8,390 10.3		19,400 23.8								
	CBS TV						WHITE SEAL (R)(OP)	DR. SEUSS-HOOBER BLOOB HY (R)			CBS WEDNESDAY NIGHT MOVIE THE BOY WHO DRANK TOO MUCH(R)								
	AVERAGE AUDIENCE (Households (000) & %)	{					7,250 8.9		7,250 8.9		11,650 14.3	11.1* 25		14.7* 25 *		16.0* 28 *		15.4* 29 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 8.6	9.1 9.1	8.7 8.7	9.1 9.1	10.9 10.9	11.3 11.3	14.3 14.3	15.1 15.1	15.9 15.9	16.2 16.2	15.9 15.9	14.9 14.9	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{					17,360 21.3				17,030 20.9		15,730 19.3						
	NBC TV						REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		NBC WHITE PAPER						
	AVERAGE AUDIENCE (Households (000) & %)	{					12,550 15.4	14.5* 27		16.3* 28 *	15,160 18.6		8,800 10.8		11.5* 19		10.6* 19 *	10.2* 19 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 13.8	26 * 15.2		28 * 16.0	32 18.2		19 12.2		20 * 10.7		19 * 10.5	19 * 10.3	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	48.1	49.1	48.9	50.5	52.0	54.1	55.6	58.2	60.6	61.2	60.6	60.8	58.1	56.5	55.7	54.3
			WK. 2	46.3	47.9	48.9	51.0	53.7	56.2	57.8	59.0	58.1	59.3	58.9	58.7	57.3	56.1	54.3	51.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					15,080 18.5		15,890 19.5		14,830 18.2		15,000 18.4		16,870 20.7				
	ABC TV						MORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER (R)		TAXI (R)(OP)		20/20				
	AVERAGE AUDIENCE (Households (000) & %)	{					12,880 15.8		13,860 17.0		12,960 15.9		13,610 16.7		12,880 15.8		16.1*	15.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					29 15.0	16.6	30 16.5	17.5	27 15.4	28 16.4	28 16.4	17.0	29 16.1	28.1*	16.0	30 15.7	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					14,590 17.9				13,280 16.3				13,200 16.2				
	CBS TV						MAGNUM, P.I. (R)(OP)				NURSE (R)				CBS REPORTS MURDER TEENAGE STYLE				
	AVERAGE AUDIENCE (Households (000) & %)	{					10,510 12.9	12.3*		13.4*	9,940 12.2	12.2*		12.2*	9,290 11.4	11.7*		11.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					23 11.9	23 *	23 *	23 *	21 12.2	21 *	21 *	12.3	21 11.7	21 *	11.2	21 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					13,770 16.9				21,430 26.3								
	NBC TV						NBC MAGAZINE (R)(OP)				NBC THURSDAY NIGHT MOVIES BREAKHEART PASS(R)(SUS-OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{					9,860 12.1	11.8*		12.3*	13,530 16.6	15.1*		16.4*		17.4*		17.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					22 11.8	22 *		21 *	29 14.8	26 *		28 *		31 *		33 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					20,210 24.8		32,600 40.0										
	ABC TV						BEST OF THE WEST				NFL FOOTBALL SPECIAL PITTSBURGH VS MIAMI(OP) (8:30-11:45PM)(-OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{					16,950 20.8		16,630 20.4	18.3*		21.2*		23.0*		21.6*		21.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					40 19.6	21.9	36 18.1	34 *	18.4	36 *	22.8	37 *	22.3	35 *	22.3	36 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					13,770 16.9				14,260 17.5				12,470 15.3				
	CBS TV						MAGNUM, P.I. (R)(OP)				NURSE (R)				KNOTS LANDING (R)				
	AVERAGE AUDIENCE (Households (000) & %)	{					8,970 11.0	9.3*		12.7*	10,350 12.7	11.9*		13.6*	9,620 11.8	11.6*		12.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					20 8.9	18 *	23 *	23 *	21 11.7	20 *	13.2	22 *	20 11.2	19 *	12.0	21 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					12,310 15.1				19,800 24.3								
	NBC TV						GAMES PEOPLE PLAY (R)(OP)				NBC THURSDAY NIGHT MOVIES LADY OF THE HOUSE(R)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{					7,010 8.6	8.0*		9.2*	13,040 16.0	13.4*		15.0*		18.0*		17.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	%					16 8.1	15 *	17 *	17 *	27 12.8	23 *	14.5	24 *	15.4	30 *	18.0	30 *	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	48.5	50.6	50.9	51.6	52.4	54.8	56.7	58.3	57.6	58.4	59.0	59.1	57.1	55.8	53.6	51.1
			WK. 2	47.4	48.4	49.2	51.1	51.8	52.8	54.0	56.5	58.4	59.9	61.2	62.5	61.3	59.8	59.0	57.3

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					13,450 16.5		11,330 13.9		15,970 19.6								
	ABC TV						BENSON (R)		KRYPTON FACTOR (OP)				ABC FRIDAY NIGHT MOVIE THE HUSTLER OF MUSCLE BEACH(R)						
	AVERAGE AUDIENCE (Households (000) & %)	{					11,000 13.5		9,860 12.1		9,290 11.4	8.9*		10.7*		12.5*		13.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					28 12.8	14.2	24 12.0	12.1	22 8.8	17 *	10.4	20 *	11.1	24 *	12.6	13.3	27 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					17,200 21.1				20,780 25.5				17,770 21.8				
	CBS TV						INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DALLAS (R)				
	AVERAGE AUDIENCE (Households (000) & %)	{					11,900 14.6	12.6*		16.7*	17,030 20.9	20.3*		21.4*	14,100 17.3	17.3*		17.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					29 12.1	26 *	33 *	16.1	39 17.2	38 *	21.6	40 *	34 17.3	33 *	17.4	17.6	34 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					17,930 22.0												
	NBC TV						NBC MAJOR LGE. BSBL.-FRI. NY YANKEES VS KANSAS CITY CINCINNATI VS PHILADELPHIA (R:11-11:20PM)(OP:11-12PM)												
	AVERAGE AUDIENCE (Households (000) & %)	{					7,990 9.8			10.3*		10.3*		9.5*		9.7*		9.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					19 9.3	9.6	10.2	20 *	10.5	20 *	9.9	18 *	9.2	18 *	9.9	9.8	19 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					15,160 18.6								7,740 9.5				
	ABC TV						ABC FRIDAY NIGHT MOVIE GOIN' COCONUTS(OP)								ABC NEWS CLOSEUP THE GENE MERCHANTS				
	AVERAGE AUDIENCE (Households (000) & %)	{					7,660 9.4	9.6*		10.7*		9.0*		8.4*	5,050 6.2	6.6*		5.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					18 9.1	19 *	10.1	20 *	10.4	16 *	8.6	15 *	12 6.7	13 *	6.6	5.8	12 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,380 20.1				18,990 23.3				18,420 22.6				
	CBS TV						KEY TORTUGA (OP)				DUKES OF HAZZARD (R)				DALLAS (R)				
	AVERAGE AUDIENCE (Households (000) & %)	{					10,920 13.4	12.1*		14.7*	15,000 18.4	18.1*		18.8*	13,860 17.0	16.5*		17.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					26 11.6	24 *	12.6	27 *	33 17.6	33 *	18.8	34 *	34 15.9	32 *	17.1	17.4	36 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,630 15.5				21,520 26.4								
	NBC TV						NBC MAGAZINE (OP)					NBC FRIDAY NIGHT MOVIE TENTACLES(R)(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{					8,640 10.6	10.2*		11.0*	12,310 15.1	13.9*		14.1*		15.7*		16.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					21 10.1	21 *	10.3	20 *	29 13.7	25 *	14.2	25 *	14.0	30 *	15.9	16.5	35 *
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	44.6	45.8	46.0	47.5	47.8	49.6	50.3	52.4	52.6	53.3	54.0	53.4	52.2	52.4	50.9	49.5
			WK. 2	43.1	44.6	44.9	47.3	48.2	50.8	53.1	54.8	55.2	55.0	55.2	55.3	52.7	51.3	49.2	47.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					12,060 14.8				18,420 22.6							
	ABC TV						240-ROBERT (R)(OP)				NCAA FOOTBALL SPECIAL ALABAMA VS LSU (9:00-11:50PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{					7,740 9.5				8,970 11.0							
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	%					20 8.4	9.0* 20 *		9.9* 20 *	22 10.3	10.8* 22 *		11.9* 23 *		11.5* 22 *		10.4* 20 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,470 15.3				19,800 24.3							
	CBS TV						EMOS (R)(OP)				CBS SAT. NIGHT MOVIE THREE DAYS OF THE CONDOR(R) (9:00-11:26PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{					8,480 10.4				12,550 15.4							
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	%					22 8.7	9.0* 20 *		11.7* 24 *	31 13.1	27* 13.8		15.0* 29 *		15.7* 31 *		16.5* 33 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					14,340 17.6				16,710 20.5							
	NBC TV						BARBARA MANDRELL (R)(OP)				NBC SAT NIGHT MOVIE SPEC. MAGIC ON LOVE ISLAND(R)(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{					10,020 12.3				10,110 12.4							
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	%					26 11.5	11.8* 26 *		12.8* 26 *	25 11.0	22* 11.4		12.7* 25 *		12.7* 25 *		13.0* 26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,230 15.0				17,690 21.7				13,450 16.5			
	ABC TV						240-ROBERT (R)(OP)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					7,500 9.2				13,120 16.1				10,190 12.5			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	%					18 7.5	7.8* 16 *		10.5* 20 *	30 13.9	28* 15.7		17.5* 32 *	23 12.9	24* 12.6		23* 12.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{									17,030 20.9							
	CBS TV						US OPN TENNIS-SAT. MULTI-SEGMENT TELECAST				CBS SAT. NIGHT MOVIE HIGH MIDNIGHT(R)							
	AVERAGE AUDIENCE (Households (000) & %)	{									10,110 12.4							
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	%									23 11.4	11.6* 22 *		12.3* 23 *		12.8* 23 *		13.0* 24 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,950 20.8				16,060 19.7				28,530 35.0			
	NBC TV						BARBARA MANDRELL (R)(OP)				MARIE (OP)				MISS AMERICA PAGEANT (10:00-12:01AM)			
	AVERAGE AUDIENCE (Households (000) & %)	{					12,390 15.2				10,760 13.2				18,500 22.7			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	%					31 13.5	14.2* 30 *		16.2* 31 *	25 13.8	25* 12.5		13.2* 24 *	46 20.0	20.9* 21.8		22.9* 23.2
TV HOUSEHOLDS USING TV			WK. 1	39.9	42.5	42.7	42.8	44.0	46.7	48.8	50.1	50.4	50.1	51.2	51.7	51.2	50.4	49.4
(See Def. 1)			WK. 2	41.2	42.4	43.9	45.5	47.2	48.8	50.7	52.5	52.0	52.3	53.0	54.9	54.4	54.1	53.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	3,750 4.6																
	ABC TV	NCAA FOOTBALL SPECIAL ALABAMA VS LSU (9:00-11:50PM) (OP)																
	AVERAGE AUDIENCE (Households (000) & %)	3,590 4.4																
	SHARE OF AUDIENCE %	12																
WEEK 1	AVG. AUD. BY ¼ HR.	10.9	10.3	10.8	4.4	4.4												
	TOTAL AUDIENCE (Households (000) & %)	3,750 4.6																
	CBS TV	CBS SAT. NIGHT MOVIE THREE DAYS OF THE CONDOR(R) (9:00-11:26PM)																
	AVERAGE AUDIENCE (Households (000) & %)	3,180 3.9																
WEEK 1	SHARE OF AUDIENCE %	12																
	AVG. AUD. BY ¼ HR.	16.8	16.3	4.8	4.0	3.5												
	TOTAL AUDIENCE (Households (000) & %)	13,770 16.9																
	NBC TV	SATURDAY NIGHT (11:30-12:49AM) (SUSTAINING 12:49-1:00AM)																
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)	7,500 9.2																
	SHARE OF AUDIENCE %	27																
	AVG. AUD. BY ¼ HR.	9.4	9.9	9.6	9.0	8.5	8.3											
	WEEK 2	TOTAL AUDIENCE (Households (000) & %)	3,180 3.9															
ABC TV		ABC WEEKEND REPORT-SAT.																
AVERAGE AUDIENCE (Households (000) & %)		3,180 3.9																
SHARE OF AUDIENCE %		8																
WEEK 2	AVG. AUD. BY ¼ HR.	3.9																
	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
WEEK 2	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR.																	
	TOTAL AUDIENCE (Households (000) & %)	8,720 10.7																
	NBC TV	MISS AMERICA PAGEANT (10:00-12:01AM)																
WEEK 2	AVERAGE AUDIENCE (Households (000) & %)	4,970 6.1																
	SHARE OF AUDIENCE %	29																
	AVG. AUD. BY ¼ HR.	23.6	22.4	24.5	23.8	18.7	7.7	6.5	6.2	5.7	4.8	4.6						
	TV HOUSEHOLDS USING TV	WK. 1	49.3	47.0	42.3	37.8	33.9	30.6	28.0	25.6	22.3	19.6	17.5	15.7	14.0	12.6	11.5	10.6
(See Def. 1)	WK. 2	50.3	46.5	42.9	40.7	34.5	30.9	26.7	23.6	21.9	19.0	16.1	14.3	12.0	10.9	9.6	8.2	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 14,590 17.9												14,260 17.5			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,990 9.8												9,290 11.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	20 6.7	7.5* 17 *		8.6* 18 *		10.9* 22 *		12.1* 23 *		10.2* 18 *		11.3* 21 *		11.8* 22 *	12.3* 23 *	
CBS TV	TOTAL AUDIENCE (Households (000) & %)	{ 17,770 21.8				11,250 13.8		10,600 13.0		11,080 13.6		12,310 15.1		11,820 14.5			
	60 MINUTES (R)					ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 12,880 15.8	14.9*		16.7*	9,210 11.3		9,620 11.8		9,370 11.5		10,680 13.1		9,450 11.6	11.6*		11.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	35 12.9	34 * 16.8		36 * 17.2	23 11.0		22 11.4	12.3	21 11.0	12.1	24 12.5	13.7	21 11.7	21 * 11.6		21 * 11.2
NBC TV	TOTAL AUDIENCE (Households (000) & %)	{ 14,100 17.3				15,320 18.8				18,260 22.4							
	DISNEY'S WONDERFUL WORLD THE BAREFOOT EXECUTIVE, PART 1(R) (7:06-8:06PM)(-OP)(OP)							CHIPS (R)(8:06-9:06PM) (OP)(-OP)						BIG EVENT DESPERATE WOMEN(R) (9:06-11:06PM)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,720 10.7	9.8*		10.9*	10,760 13.2		11.8* 25		13.5* 25 *		14.5* 26 *		15.2* 28 *	15.3* 28 *	16.1* 30 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	24 10.4	23 * 9.4	10.1	23 * 11.8	25 11.5	11.8* 12.0	24 * 12.9	25 * 14.1	26 * 13.8	26 * 14.9	28 * 15.1	28 * 15.2	28 * 15.3	28 * 15.2	30 * 15.9	30 * 16.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,700 11.9				19,970 24.5										9,540 11.7	
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,440 7.9	7.3*		8.4*	11,170 13.7		10.4* 23		12.6* 21 *		13.8* 22 *		15.6* 25 *	15.8* 27 *	8,230 10.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	15 6.8	15 * 7.8	8.1	16 * 8.8	23 10.0	10.4* 10.9	18 * 12.2	21 * 12.9	22 * 13.5	22 * 14.2	25 * 15.7	25 * 15.6	27 * 16.4	27 * 15.2	18 10.2	18 10.0
CBS TV	TOTAL AUDIENCE (Households (000) & %)	{ 22,660 27.8				34,230 42.0											
	60 MINUTES																
	33RD ANNUAL EMMY AWARDS (OP) (8:00-11:03PM)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 15,650 19.2	17.7*		20.6*	18,170 22.3		19.7* 37		21.9* 36 *		22.2* 35 *		24.1* 39 *	23.1* 39 *	23.3* 42 *	
NBC TV	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	38 17.2	36 * 18.2	20.6	39 * 20.7	37 19.2	35 * 20.2	36 * 21.4	36 * 22.4	35 * 22.0	39 * 22.3	39 * 24.0	39 * 24.2	39 * 23.1	39 * 23.1	42 * 23.6	42 * 22.9
	TOTAL AUDIENCE (Households (000) & %)	{ 18,170 22.3				18,500 22.7				20,380 25.0							
	(1) (-OP)																
	DISNEY'S WONDERFUL WORLD THE BAREFOOT EXECUTIVE, PART 2(R) (7:29-8:29PM)(-OP)								CHIPS (R)(8:29-9:29PM) (-OP)(OP)						BIG EVENT HIGH ICE(R)(SUS-OP) (9:29-11:29PM)(OP)		
TV HOUSEHOLDS USING TV (See Def. 1)	AVERAGE AUDIENCE (Households (000) & %)	{ 10,840 13.3			11.2*	13,690 16.8		15.5* 27		12,470 15.3		13.2* 21 *		14.6* 24 *	16.4* 29 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	24 12.4			21 * 10.8	27 15.2		26 * 14.5		27 14.9		21 * 13.6		24 * 14.2	29 * 15.0	29 * 16.1	29 * 16.7
	WK. 1	42.2	44.4	46.0	47.5	48.3	50.3	52.9	54.4	54.9	55.4	55.0	55.2	54.5	54.4	54.3	54.1
	WK. 2	48.6	49.9	51.9	54.0	55.4	57.7	60.4	62.4	63.4	64.1	62.6	61.8	59.8	58.5	55.8	55.4

U.S. TV Households: 81,500,000

(1) NFL FOOTBALL GAME 2-NBC,VARIOUS TEAMS AND TIMES,NBC,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K I	TOTAL AUDIENCE (Households (000) & %)	{	5,300 6.5														
	ABC TV		ABC WEEKEND REPORT-SUN(8)														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,810 5.9														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 5.9														
E E K I	TOTAL AUDIENCE (Households (000) & %)	{	4,240 5.2	4,240 5.2													
	CBS TV		CBS SUNDAY NEWS-OSGOOD	US OPEN HIGHLIGHTS-TNS SU													
	AVERAGE AUDIENCE (Households (000) & %)	{	4,080 5.0	3,180 3.9													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 5.0	11 4.4	3.5												
E E K I	TOTAL AUDIENCE (Households (000) & %)	{		3,180 3.9													
	NBC TV		(1) (R)	NBC LATE NIGHT MOVIE THE SLIPPER AND THE ROSE(R) (11:36-1:04AM) (SUSTAINING 1:04-1:36AM)													
	AVERAGE AUDIENCE (Households (000) & %)	{		2,040 2.5	2.8*			2.4*		2.2*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		9 2.9	8* 2.8			8* 2.4		9* 2.3							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,340 4.1														
	ABC TV		ABC WEEKEND REPORT-SUN.														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,180 3.9														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	8 3.9														
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,460 6.7														
	CBS TV		CBS SUNDAY NEWS-OSGOOD (OP)														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,540 6.8														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 6.8	7.0													
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			1,960 2.4												
	NBC TV		BIG EVENT HIGH ICE(R) (9:29-11:29PM)			NBC LATE NIGHT MOVIE 24 HOURS OF THE REBEL(R) (11:59-12:43AM)											
	AVERAGE AUDIENCE (Households (000) & %)	{			1,220 1.5			1.7*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			7 2.0			8* 1.4		1.1							
TV HOUSEHOLDS USING TV		WK. 1	49.6	44.1	37.5	33.2	30.1	27.4	24.6	23.1	20.9	18.5	16.7	15.1	13.8	11.5	9.9
(See Def. 1)		WK. 2	50.9	44.5	34.5	29.2	22.8	19.4	17.4	14.8	12.3	11.0	9.5	8.1	6.5	5.5	4.9

U.S. TV Households: 81,500,000

(1) BIG EVENT, DESPERATE WOMEN, NBC, (9:06-11:06PM)

For explanation of symbols, See page A

EVE.SUN. SEPT.13, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			4,810 5.9				4,560 5.6									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)	(PARTICIPATING)			GOOD MORNING, AMERICA-830 (CO-OP)	(PARTICIPATING)								
	AVERAGE AUDIENCE (Households (000) & %)	{			3,670 4.5				3,750 4.6									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			30 4.7	4.4			25 4.6	4.6								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,590 4.4				3,590 4.4								5,380 6.6		6,520 8.0	
	CBS TV				MORNING-CHARLES KURALT				CAPTAIN KANGAROO						JEFFERSONS M-F (MTUWF)(S)(OP)		ALICE-M-F (MTUWF)(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,200 2.7	2.4*		2.9*	2,120 2.6	2.4*		2.8*					4,650 5.7		5,540 6.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 2.1	19*	3.0	19*	15 2.3	15*	2.6	15*	3.0				29 5.2	6.1	32 6.6	7.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			4,080 5.0				5,220 6.4						2,450 3.0		3,340 4.1	
	NBC TV				TODAY SHOW-7.30AM (CO-OP)	(PARTICIPATING)			TODAY SHOW-8.30AM (CO-OP)	(PARTICIPATING)					LAS VEGAS GAMBIT		BLOCKBUSTERS	
	AVERAGE AUDIENCE (Households (000) & %)	{			3,100 3.8				4,240 5.2						1,960 2.4		2,770 3.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			25 3.6	4.1			28 5.2	5.2					12 2.4	2.5	16 3.3	3.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			5,050 6.2				4,730 5.8									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)	(PARTICIPATING)(TU-F) (OP)			GOOD MORNING, AMERICA-830 (CO-OP)	(PARTICIPATING)(TU-F) (OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{			3,910 4.8				3,910 4.8									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			30 4.9	4.7			27 4.8	4.9								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,930 3.6				2,690 3.3								4,480 5.5		4,560 5.6	
	CBS TV				MORNING-CHARLES KURALT				CAPTAIN KANGAROO						JEFFERSONS M-F (TU-F)(OP)		ALICE-M-F (TU-F)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	1,710 2.1	1.8*		2.3*	1,630 2.0	1.8*		2.2*					3,670 4.5		3,990 4.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 1.6	15*	2.2	15*	11 1.8	11*	2.2	12*	2.3				25 4.0	4.8	28 4.8	5.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			3,830 4.7				4,480 5.5						2,040 2.5		2,610 3.2	
	NBC TV				TODAY SHOW-7.30AM (CO-OP)	(PARTICIPATING)			TODAY SHOW-8.30AM (CO-OP)	(PARTICIPATING)					LAS VEGAS GAMBIT		BLOCKBUSTERS	
	AVERAGE AUDIENCE (Households (000) & %)	{			2,930 3.6				3,670 4.5						1,710 2.1		2,200 2.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			24 3.4	3.9			24 4.6	4.4					11 2.1	2.1	14 2.5	2.8
TV HOUSEHOLDS USING TV		WK. 1	8.0	8.5	12.4	13.6	15.5	16.8	18.2	18.6	18.7	19.3	19.4	19.9	19.6	20.1	20.2	21.0
(See Def. 1)		WK. 2	8.2	10.2	11.9	13.3	15.3	16.6	17.4	18.2	18.6	19.2	19.5	20.0	19.6	20.1	19.7	20.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



		TIME															
		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,130 11.2 THREE'S COMPANY DAYTIME 7,090 8.7 FAMILY FEUD 6,930 8.5 RYAN'S HOPE (SUS-OP) 10,350 12.7 ALL MY CHILDREN (OP) 10,350 12.7 ONE LIFE TO LIVE (SUS-OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,760 8.3 7.9* 8.8* 6,030 7.4 5,950 7.3 8,070 9.9 8,070 9.9 5,620 6.9															
	SHARE OF AUDIENCE %	{ 37 36* 38* 30 28 36 34* 37* 36 36* 36* 36* 36* 36* 36* 36* 36*															
	AVG. AUD. BY ¼ HR.	{ 7.4 8.3 8.6 9.0 7.4 7.4 7.2 7.5 9.3 9.7 10.2 10.4 9.6 9.7 10.0 10.3															
	TOTAL AUDIENCE (Households (000) & %)	{ 5,380 6.6 6,280 7.7 7,910 9.7 6,680 8.2 5,620 6.9															
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,650 5.7 5,300 6.5 5,790 7.1 4,970 6.1 5,050 6.2															
	AVERAGE AUDIENCE (Households (000) & %)	{ 26 28 28 22 22 23* 22 23* 23* 23* 23* 23* 23* 23* 23* 23* 23*															
	SHARE OF AUDIENCE %	{ 5.5 5.8 6.4 6.7 6.5 7.1 7.4 7.4 5.7 5.8 6.3 6.5 6.1 6.2 6.1 6.2															
	AVG. AUD. BY ¼ HR.	{ 5.0 4.2 3.1 4.0 7.0 6.0 6.0 5.2 6.0 4.8* 5.2* 4.6 4.6 4.6 4.6 4.7 4.6															
	TOTAL AUDIENCE (Households (000) & %)	{ 3,590 4.4 2,930 3.6 2,040 2.5 2,770 3.4 4,080 5.0 3,750 4.6 4,890 6.0 4,890 6.0															

WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 7,010 8.6 5,950 7.3 6,520 8.0 9,940 12.2 9,450 11.6															
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,890 6.0 4,890 6.0 5,380 6.6 7,340 9.0 7,090 8.7 4,890 6.0 4,890 6.0															
	SHARE OF AUDIENCE %	{ 32 32* 33* 29 30 36 34* 38* 36 35* 35* 36 35* 35* 35* 35* 36*															
	AVG. AUD. BY ¼ HR.	{ 5.6 6.1 6.1 6.3 5.8 6.2 6.4 6.9 8.2 8.9 9.4 9.5 8.4 8.5 8.8 9.2															
	TOTAL AUDIENCE (Households (000) & %)	{ 4,560 5.6 5,380 6.6 6,680 8.2 6,440 7.9 4,890 6.0															
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 3,910 4.8 4,730 5.8 4,890 6.0 4,560 5.6 4,320 5.3															
	AVERAGE AUDIENCE (Households (000) & %)	{ 26 27 27 23 21 24* 24* 24* 24* 24* 24* 24* 24* 24* 24* 24* 24*															
	SHARE OF AUDIENCE %	{ 4.6 5.1 5.7 5.9 5.6 5.8 6.1 6.4 5.5 5.6 5.8 5.7 5.2 5.2 5.2 5.4															
	AVG. AUD. BY ¼ HR.	{ 3,670 4.5 3,100 3.8 2,120 2.6 2,770 3.4 5,380 6.6 4,810 5.9 4,810 5.9															
	TOTAL AUDIENCE (Households (000) & %)	{ 3,100 3.8 2,690 3.3 1,790 2.2 2,360 2.9 3,830 4.7 3,670 4.5 3,670 4.5															

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.31-SEPT.4, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	11,820 14.5			4,810 5.9										10,350 12.7	
	ABC TV		GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT									ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	9,370 11.5	11.3*		11.7*		4,320 5.3								9,050 11.1	
	SHARE OF AUDIENCE %		39	39 *		39 *		18								24	
	AVG. AUD. BY ¼ HR.	%	11.2	11.5	11.6	11.8		5.3	5.2							10.9	11.3
K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,580 9.3													10,270 12.6	
	CBS TV		GUIDING LIGHT (OP)				(S)(OP)									CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,030 7.4	7.2*		7.6*										9,130 11.2	
	SHARE OF AUDIENCE %		25	25 *		26 *										24	
	AVG. AUD. BY ¼ HR.	%	7.0	7.4	7.8	7.5										11.3	11.2
	TOTAL AUDIENCE (Households (000) & %)	{	4,160 5.1													9,450 11.6	
	NBC TV		TEXAS													NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,100 3.8	3.8*		3.9*										8,310 10.2	
	SHARE OF AUDIENCE %		13	13 *		13 *										22	
	AVG. AUD. BY ¼ HR.	%	3.9	3.7	3.7	4.0										10.0	10.4

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	12,140 14.9			4,400 5.4										10,110 12.4	
	ABC TV		GENERAL HOSPITAL (TU-F)(OP) (SUS-OP)				EDGE OF NIGHT									ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	9,370 11.5	11.1*		11.9*		3,830 4.7								8,720 10.7	
	SHARE OF AUDIENCE %		42	42 *		43 *		16								23	
	AVG. AUD. BY ¼ HR.	%	10.8	11.5	11.8	12.0		4.8	4.6							10.5	10.8
	TOTAL AUDIENCE (Households (000) & %)	{	6,850 8.4			3,750 4.6										9,700 11.9	
	CBS TV		GUIDING LIGHT (TU-TH)(S)(OP) (OP)				ONE DAY AT A TIME-M-F (TU-TH)(S)(OP)				(S)(OP)					CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,460 6.7	6.6*		6.8*		3,020 3.7								8,390 10.3	
	SHARE OF AUDIENCE %		24	24 *		24 *		13								22	
	AVG. AUD. BY ¼ HR.	%	6.5	6.8	6.8	6.6		3.5	3.8							10.3	10.3
	TOTAL AUDIENCE (Households (000) & %)	{	4,240 5.2													10,020 12.3	
	NBC TV		TEXAS													NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,100 3.8	3.7*		3.9*										8,800 10.8	
	SHARE OF AUDIENCE %		13	13 *		13 *										23	
	AVG. AUD. BY ¼ HR.	%	3.7	3.7	3.9	3.9										10.5	11.0

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	28.6	29.5	29.9	30.5	28.8	30.1	31.5	33.4	35.0	37.1	39.1	41.4	44.0	45.9	46.0	47.2
	WK. 2	27.8	28.6	29.2	30.1	28.9	30.4	31.4	32.7	34.2	35.8	37.7	39.9	42.7	45.2	45.6	46.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT.7-11, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 5, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,100 3.8		4,730 5.8		5,710 7.0		7,250 8.9		8,970 11.0		8,150 10.0	
	ABC TV					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR--THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,360 2.9		3,910 4.8		4,890 6.0		6,360 7.8		7,580 9.3		7,010 8.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					30 2.5	3.3	33 4.4	5.3	32 5.7	6.3	36 7.5	8.2	42 9.2	9.4	38 8.3	8.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,610 3.2		3,990 4.9		5,130 6.3		5,870 7.2		4,320 5.3		4,400 5.4	
	CBS TV					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,870 2.3		3,100 3.8		4,160 5.1		4,890 6.0		3,500 4.3		3,340 4.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 1.9	2.6	25 3.6	4.0	27 5.0	5.3	28 5.7	6.3	19 4.7	3.8	18 4.0	4.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					1,630 2.0		2,930 3.6		4,080 5.0		4,080 5.0		3,990 4.9		4,400 5.4	
	NBC TV					FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 II (OP)		BATMAN & SUPER 7 II (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,300 1.6		2,200 2.7		3,420 4.2		3,420 4.2		3,340 4.1		3,420 4.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 1.4	1.8	19 2.3	3.0	23 4.1	4.4	20 4.5	3.9	19 4.1	4.1	19 4.3	4.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,930 3.6		3,910 4.8		3,910 4.8		5,460 6.7		4,970 6.1		6,110 7.5	
	ABC TV					SUPERFRIENDS (OP)		HEATHCLIFF & MARMADUKE		FONZ AND HAPPY DAYS GANG		SCOOBY DOO CLASSICS		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,200 2.7		3,100 3.8		3,420 4.2		4,730 5.8		4,080 5.0		4,970 6.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 2.4	3.0	21 3.6	4.0	19 3.7	4.6	25 5.9	5.6	23 4.6	5.4	27 6.1	6.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,590 4.4		4,480 5.5		5,950 7.3		6,850 8.4		7,500 9.2		6,280 7.7	
	CBS TV					KWICKY KOALA SHOW (OP)		TROLLKINS (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		POPEYE/OLIVE COMEDY SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,280 2.8		3,500 4.3		4,730 5.8		5,790 7.1		6,190 7.6		5,380 6.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 2.4	3.3	24 4.3	4.3	26 5.0	6.7	32 7.0	7.2	33 7.4	7.8	27 6.7	6.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,020 3.7		5,950 7.3		7,910 9.7		5,870 7.2		6,030 7.4		5,460 6.7	
	NBC TV					FLINTSTONE'S COMEDY SHW 1 (SUS)		FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I (OP)		SMURFS II (OP)		KID SUPER POWER I (OP)		KID SUPER POWER II (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,200 2.7		4,810 5.9		6,850 8.4		4,970 6.1		5,130 6.3		4,560 5.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 2.4	3.1	35 5.2	6.6	38 8.3	8.5	27 6.2	6.1	27 6.5	6.1	24 5.7	5.6
TV HOUSEHOLDS USING TV WK. 1		4.9	5.7	6.8	8.2	9.7	11.9	14.3	16.5	17.7	19.8	21.2	22.2	22.2	22.6	22.4	22.9
(See Def. 1)		4.5	5.3	6.9	8.7	11.4	14.3	16.9	18.7	20.8	23.5	22.6	22.3	22.7	23.8	24.3	24.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SAT. SEPT. 12, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 5, 1981

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,680 8.2		5,460 6.7		5,540 6.8		7,250 8.9									
	ABC TV		HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS WEEP NO MORE, MY LADY		AMERICAN BANDSTAND '81									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,620 6.9		4,480 5.5		4,730 5.8		4,240 5.2									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	31 7.2		25 5.9		25 5.8		21 4.7		4.9* 21 *		5.5* 21 *					
K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,730 5.8		5,790 7.1		3,830 4.7		4,560 5.6		12,960 15.9							
	CBS TV		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		U.S. OPEN TENNIS SAT. MULTI-SEGMENT TELECAST~							
	AVERAGE AUDIENCE (Households (000) & %)	{	3,910 4.8		4,560 5.6		3,180 3.9		3,590 4.4		3,260 4.0		3.4* 13 *		3.6* 15 *		3.6* 14 *	3.6* 13 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 4.6		23 5.1		17 4.0		19 4.2		14 3.5		13 *		15 *		14 *	13 *
K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,890 6.0		3,750 4.6		3,260 4.0		2,850 3.5						4,560 5.6	11,170 13.7		
	NBC TV		JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES						NBC MAJOR LEAGUE PRE GAME	NBC MAJOR LEAGUE GAME HOUSTON VS MONTREAL NY YANKEES VS KANSAS CITY MULTI-SEGMENT TELECAST~		
	AVERAGE AUDIENCE (Households (000) & %)	{	3,990 4.9		3,260 4.0		2,690 3.3		2,200 2.7						4,400 5.4	5,540 6.8		6.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 4.8		17 5.0		14 3.1		11 2.8						20 5.4	23 5.9		23 *

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,650 5.7		4,320 5.3		4,970 6.1		5,870 7.2		9,940 12.2							
	ABC TV		GOLDIE GOLD/ ACTION JACK (OP)		THUNDARR THE BARBARIAN (OP)		ABC WEEKEND SPECIALS THE PUPPY SAVES THE CIRCUS		AMERICAN BANDSTAND '81		ABC WIDE WORLD-SPORTS SAT							
	AVERAGE AUDIENCE (Households (000) & %)	{	3,670 4.5		3,340 4.1		4,080 5.0		3,340 4.1		5,380 6.6		5.8* 20 *		6.4* 21 *		7.5* 23 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 4.4		18 4.0		20 4.9		15 3.6		16 * 4.3		22 5.6		20 *		21 *	7.5
K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,010 8.6		6,360 7.8		26,900 33.0											
	CBS TV		BLACKSTAR (OP)		TARZAN/L. RANGER/ ZORRO HRI (OP)		US OPN TENNIS-SAT. MULTI-SEGMENT TELECAST~											
	AVERAGE AUDIENCE (Households (000) & %)	{	5,950 7.3		5,300 6.5		6,280 7.7		5.4* 21 *		6.1* 23 *		6.2* 23 *		6.6* 24 *		7.2* 25 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	31 7.1		26 7.5		23 4.6		19 * 5.0		21 * 5.6		23 *		24 *		25 *	
K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,220 6.4		4,730 5.8		5,220 6.4		4,650 5.7						3,830 4.7	10,110 12.4		
	NBC TV		SPACE STARS II (OP)		SPIDER-MAN & FRIENDS (OP)		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE						(1) (-OP)	NBC MAJOR LEAGUE GAME MONTREAL VS CHICAGO BOSTON VS NY YANKEES(OP) MULTI-SEGMENT TELECAST~		
	AVERAGE AUDIENCE (Households (000) & %)	{	4,080 5.0		4,400 5.4		4,240 5.2		3,830 4.7						3,750 4.6	3,830 4.7		5.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 5.3		22 4.8		21 5.0		19 4.8						17 4.6	15 4.5		17 *

TV HOUSEHOLDS USING TV	WK. 1	23.4	24.2	23.9	24.0	23.0	23.3	23.0	24.3	24.9	25.4	25.1	24.2	25.2	26.6	26.9	27.8
(See Def. 1)	WK. 2	23.5	24.2	24.2	24.9	25.2	25.7	25.8	26.2	26.8	26.4	25.9	26.8	26.8	27.6	28.5	29.9

U.S. TV Households: 81,500,000  
(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:16PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 12, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 5, 1981

WEEKEND TV AUDIENCE ESTIMATES																		DAY SAT. SEPT. 5, 1981	
TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
WEEKEND 1	TOTAL AUDIENCE (Households (000) & %)																		
	ABC TV	WALKER CUP GOLF MATCH																	
	AVERAGE AUDIENCE (Households (000) & %)	ABC WIDE WORLD-SPORTS SAT																	
	SHARE OF AUDIENCE %																		
WEEKEND 2	TOTAL AUDIENCE (Households (000) & %)	U.S. OPEN TENNIS SAT. MULTI-SEGMENT TELECAST~																	
	CBS TV	CBS SAT. NEWS-SCHIEFFER																	
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
WEEKEND 3	TOTAL AUDIENCE (Households (000) & %)	NBC MAJOR LEAGUE GAME HOUSTON VS MONTREAL NY YANKEES VS KANSAS CITY(-OP) MULTI-SEGMENT TELECAST~																	
	NBC TV	SPORTSWORLD-SAT MULTI-SEGMENT TELECAST~(OP)																	
	AVERAGE AUDIENCE (Households (000) & %)	NBC NIGHTLY NEWS-SAT.																	
	SHARE OF AUDIENCE %																		
WEEKEND 4	TOTAL AUDIENCE (Households (000) & %)	NCAA FOOTBALL GAME STANFORD VS PURDUE(OP) (3:17-6:51PM)																	
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
WEEKEND 5	TOTAL AUDIENCE (Households (000) & %)	US OPN TENNIS-SAT. MULTI-SEGMENT TELECAST~																	
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
WEEKEND 6	TOTAL AUDIENCE (Households (000) & %)	NBC MAJOR LEAGUE GAME MONTREAL VS CHICAGO BOSTON VS NY YANKEES MULTI-SEGMENT TELECAST~																	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	27.7	27.6	28.1	29.4	29.6	30.2	30.7	30.8	31.9	32.7	33.8	35.9	37.1	38.1	38.8	39.7	
		WK. 2	30.1	30.3	30.8	31.5	31.4	32.4	33.1	32.5	32.4	33.5	35.3	37.4	39.6	41.5	40.6	40.3	

U.S. TV Households: 81,500,000

(1) NBC MAJOR LEAGUE POST-SAT, NBC, (4:47-5:00PM)

(2) NCAA FOOTBALL PRE GAME, ABC, (3:00-3:17PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 12, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 6, 1981

WEEK 1																		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																	1,790 2.2
	ABC TV																	KIDS ARE PEOPLE TOO I (10:30-11:05AM)
	AVERAGE AUDIENCE (Households (000) & %)																	1,140 1.4
	SHARE OF AUDIENCE %																	1.3*
	AVG. AUD. BY ¼ HR. %																	7 1.5
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																	5,380 6.6
	CBS TV																	MARSHALL EFRON (SUS)
	AVERAGE AUDIENCE (Households (000) & %)																	3,100 3.8
	SHARE OF AUDIENCE %																	3.0*
	AVG. AUD. BY ¼ HR. %																	24 2.6
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																	2,530 3.1
	ABC TV																	KIDS ARE PEOPLE TOO I
	AVERAGE AUDIENCE (Households (000) & %)																	2,040 2.5
	SHARE OF AUDIENCE %																	12 2.3
	AVG. AUD. BY ¼ HR. %																	2.8
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																	5,950 7.3
	CBS TV																	FOR OUR TIMES (SUS)
	AVERAGE AUDIENCE (Households (000) & %)																	3,100 3.8
	SHARE OF AUDIENCE %																	3.2*
	AVG. AUD. BY ¼ HR. %																	21 2.8
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																	2,040 2.5
	ABC TV																	12 2.3
	AVERAGE AUDIENCE (Households (000) & %)																	2.8
	SHARE OF AUDIENCE %																	3.5
	AVG. AUD. BY ¼ HR. %																	4.0
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																	18.7
	NBC TV																	19.1
	AVERAGE AUDIENCE (Households (000) & %)																	18.9
	SHARE OF AUDIENCE %																	22.0
	AVG. AUD. BY ¼ HR. %																	21.9
TV HOUSEHOLDS USING TV WK. 1																		
(See Def. 1) WK. 2																		

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 6, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		2,120 2.6		2,450 3.0		1,960 2.4								8,310 10.2	
	ABC TV	{		KIDS ARE PEOPLE TOO II (11:05-11:30AM) (OP)		ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)						ABC SUNDAY AFTERNOON BSBL OAKLAND VS BALTIMORE CINCINNATI VS PHILADELPHIA MULTI-SEGMENT TELECAST~	
	AVERAGE AUDIENCE (Households (000) & %)	{		1,550 1.9		1,710 2.1		1,550 1.9								2,610 3.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		9 1.8	2.0	9 1.9	2.3	8 2.0	1.9							2.4* 7 *	3.0* 9 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				3,020 3.7				7,090 8.7		22,980 28.2					
	CBS TV	{				FACE THE NATION				CBS NFL FTBL PRE				CBS NFL FTBL GM VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~			
	AVERAGE AUDIENCE (Households (000) & %)	{				2,360 2.9				5,380 6.6		12,310 15.1				15.6*	15.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				13 2.9	2.9			26 5.6	7.5	45 11.6	12.7* 44 *	15.2* 48 *		47 *	46 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{						2,770 3.4		4,160 5.1		14,830 18.2					
	NBC TV	{						MEET THE PRESS		NFL '81-NBC PRE				NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~			
	AVERAGE AUDIENCE (Households (000) & %)	{						2,120 2.6		3,260 4.0		5,620 6.9				6.8*	5.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{						12 2.5	2.6	16 3.9	4.1	24 5.2	5.4* 22 *	6.3* 24 *		25 *	21 *

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		2,450 3.0		1,390 1.7		1,790 2.2		1,960 2.4						8,310 10.2	
	ABC TV	{		KIDS ARE PEOPLE TOO II (OP)		ANIMALS, ANIMALS (SUS-OP)		ISSUES AND ANSWERS		COLLEGE FOOTBALL '81		DIRECTIONS (SUS)				ABC SUNDAY AFTERNOON BSBL BOSTON VS NY YANKEES LOS ANGELES VS CINCINNATI MULTI-SEGMENT TELECAST~	
	AVERAGE AUDIENCE (Households (000) & %)	{		2,280 2.8		980 1.2		1,470 1.8		1,470 1.8						2,690 3.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		13 2.8	2.8	5 1.0	1.3	7 1.9	1.6	7 1.7	1.9					8 *	10 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				2,530 3.1				7,090 8.7		23,060 28.3					
	CBS TV	{				FACE THE NATION				CBS NFL FTBL PRE				CBS NFL FTBL GM VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~			
	AVERAGE AUDIENCE (Households (000) & %)	{				1,790 2.2				5,540 6.8		10,680 13.1				13.7*	13.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{				9 2.0	2.4			27 5.9	7.6	38 9.8	10.6* 35 *	13.2* 39 *		39 *	37 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{						3,260 4.0		3,750 4.6		17,600 21.6					
	NBC TV	{						MEET THE PRESS		NFL '81-NBC PRE				NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~			
	AVERAGE AUDIENCE (Households (000) & %)	{						2,530 3.1		2,930 3.6		7,740 9.5				10.5*	9.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{						13 3.0	3.1	14 3.2	4.0	27 7.0	7.6* 25 *	9.3* 28 *		30 *	26 *
TV HOUSEHOLDS USING TV		WK. 1	20.5	21.6	21.9	22.7	23.0	24.3	25.4	28.0	29.2	30.4	31.2	32.1	32.8	34.0	33.9
(See Def. 1)		WK. 2	22.2	22.5	22.7	24.1	24.4	25.0	25.5	27.8	30.0	31.3	33.1	35.3	35.7	36.1	36.9

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. SEPT. 13, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 6, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	3.2	2.7	2.7	3.0	3.5	4.1	2.5	2.8	2.7	2.5	2.4	2.2	2.4	2.6	2.7	2.9
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	16.2	16.1	15.7	15.9	12.5	4.4	4.7	4.0	3.8	4.5	4.3	3.7	4.0	3.5	3.8	4.0
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	6.4	6.8*	23 *	7.1	7.4	8.3	7.8*	25 *	11.0	11.8	12.7	13.0	14.1	13.8	14.0	15.0
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	3.7	3.6	3.4	3.1	3.2	3.6	3.2	3.4*	2.8	2.6	3.1					
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	13.4	13.9	14.4	3.5	4.6	6.2	6.6	7.2	8.0	8.8	9.3	8.7	9.0	9.1	9.4	10.2
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	9.5	9.7*	27 *	9.9	10.6	10.6	10.7*	29 *	10.3	10.8	11.1	12.7	13.1	13.2	13.1	12.4
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	35.0	35.8	36.1	37.5	37.9	36.5	36.5	37.0	35.7	35.7	35.9	35.8	37.9	39.3	38.9
		WK. 2	37.3	37.3	37.7	38.1	38.7	38.3	38.5	39.4	40.8	42.1	43.2	44.3	46.0	47.4	48.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

DAY SUN. SEPT. 13, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	2	9.00-12.07AM	+GRID 11.00 11.15 11.30 11.45 12.00 (SUS)								29,580	36.3	15,810	19.4	35	19.9 18.4 16.6 14.9 12.8	
ABC MON MOVIE FEATURETTE(SUS)	2	12.07-12.12AM	(SUS)														
NBC NBC NEWS UPDATE-2-MON(SUS)	1	10.56-11.00PM	10.45														
		9.52- 9.53PM	9.45														
EVENING TUESDAY																	
NBC NBC NEWS UPDATE-2-TUE(SUS)	1	9.52- 9.53PM	9.45														
EVENING WEDNESDAY																	
NBC NBC NEWS UPDATE-2-M-F	1	9.58- 9.59PM	9.45	12,880	15.8	12,880	15.8	26	15.8								
EVENING THURSDAY																	
ABC NFL FOOTBALL SPECIAL(S)	2	8.30-11.45PM	+GRID 11.00 11.15 11.30								32,600	40.0	16,630	20.4	36	19.7 17.9 15.5	

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%
EVENING SUNDAY-CONT'D															
CBS 33RD ANNUAL EMMY AWARDS(S)-CONT'D															
			11.00												
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	8,970	11.0	8,970	11.0	20	11.0					20.0	
	2	9.35- 9.36PM	9.30												
NBC NFL FOOTBALL GAME 2-NBC	1	4.00- 6.52PM	+GRID	24,040	29.5	11,410	14.0	39		17,770	21.8	17,770	21.8	35	21.8
	2	4.00- 7.15PM	+GRID							24,860	30.5	10,020	12.3	29	
			7.00						16.1						
			7.15									12.4*	27*	12.3	
NBC DISNEY'S WONDERFUL WORLD	1	7.06- 8.06PM	+GRID	14,100	17.3	8,720	10.7	24		18,170	22.3	10,840	13.3	24	
	2	7.29- 8.29PM	+GRID						13.3						
			8.00									15.5*	27*	15.8	
			8.15												
NBC CHIPS	1	8.06- 9.06PM	+GRID	15,320	18.8	10,760	13.2	25		18,500	22.7	13,690	16.8	27	
	2	8.29- 9.29PM	+GRID						16.8						
			9.00									18.1*	28*	18.3	
			9.15												
NBC NBC NEWS UPDATE-SUN.	1	9.05- 9.06PM	9.00	12,230	15.0	12,230	15.0	27	15.0	11,980	14.7	11,980	14.7	23	14.7
	2	9.27- 9.28PM	9.15												
NBC NBC NEWS UPDATE-2-SUN(SUS)	2	10.14-10.15PM	10.00												
NBC NBC NEWS UPDATE-2-SUN.	1	10.00-10.01PM	10.00	12,310	15.1	12,310	15.1	28	15.1						

EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45	12,390	15.2	11,650	14.3	25	13.0	M-F	13,280	16.3	13,280	16.3	27	17.2	M-F
			9.45						16.4	TU-TH						14.5	TUWF
			10.15													20.8	THU.
ABC ABC NEWS:NIGHTLINE	1	11.30-12.00MD	11.30	6,930	8.5	5,790	7.1	21	7.6	M-F							
			11.45						6.6	M-F							
ABC ABC NEWS:NIGHTLINE-T-F	2	11.30-12.00MD	11.30								6,680	8.2	5,300	6.5	19	7.2	TUWF
			11.45													5.8	TUWF
ABC ABC NEWS:NIGHTLINE-THU(B)	2	12.14-12.44AM	12.00								5,220	6.4	3,990	4.9	22	6.7	THU.
			12.15													5.6	THU.
			12.30													4.1	THU.
ABC CHARLIE'S ANGELS-12.00	1	12.00- 1.08AM	12.00	5,460	6.7	3,260	4.0	18	4.7	THU.							
			12.15						4.3*	16*							
			12.30						4.0	THU.							
			12.45						4.0*	20*							
			1.00						4.1	THU.							
									3.2	THU.							
ABC FANTASY ISLAND-12.00	1	12.00- 1.09AM	12.00	4,160	5.1	2,690	3.3	15	3.5	MON.							
	2	12.00- 1.08AM	12.00								3,910	4.8	2,450	3.0	15	3.5	TUE.
			12.15													3.0	TUE.
			12.30													2.9	TUE.
			12.45													2.9	TUE.
			1.00													2.7	TUE.
ABC FRIDAYS	1	12.00- 1.11AM	12.00	7,740	9.5	4,100	5.4	22	6.6	FRI.							
	2	12.00- 1.12AM	12.00								5,130	6.3	3,100	3.8	15	4.4	FRI.
			12.15													4.3	FRI.
			12.30													4.0	FRI.
CONT'D																	

## OTHER PROGRAMS

WKS/SCH NATIONAL TV AUDIENCE ESTIMATES										OTHER PROGRAMS									
				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
ABC FRIDAYS-CONT'D				12.45				4.9*	20*	4.6	FRI.								
				1.00					4.2	FRI.				3.6*	15*	3.3	FRI.		
ABC LOVE BOAT-12.00				1 12.00- 1.08AM	12.00	5,460	6.7	3,590	4.4	20	4.7	WED.				2.8	FRI.		
				2 12.00- 1.09AM	12.00							5,050	6.2	3,340	4.1	20	4.6	WED.	
					12.15				4.7*	18*	4.7	WED.				4.3*	18*	4.0	WED.
					12.30						4.5	WED.						4.1	WED.
					12.45				4.4*	23*	4.3	WED.				4.0*	21*	4.0	WED.
					1.00						3.6	WED.						3.5	WED.
ABC TUESDAY MOVIE-WEEK-PART 1				1 12.00- 1.11AM	12.00	4,080	5.0	2,530	3.1	14	3.3	TUE.							
					12.15				3.2*	12*	3.1	TUE.							
					12.30						2.9	TUE.							
					12.45				3.0*	15*	3.0	TUE.							
					1.00						2.9	TUE.							
ABC ABC NEWS:NIGHTLINE-MON				2 12.43- 1.13AM	12.30								3,180	3.9	2,850	3.5	21	3.8	MON.
					12.45													3.7	MON.
					1.00													3.2	MON.
ABC CHARLIE'S ANGELS-12.00				2 12.44- 1.52AM	12.30								2,610	3.2	1,630	2.0	14	3.0	THU.
					12.45													2.4	THU.
					1.00													2.2	THU.
					1.15													2.0	THU.
																2.1*	15*		
</																			



## NielSEN NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
CBS US OPN HILITES-TEN-WED(S)-CONT'D																			
			11.45													5.9	WED.		
CBS CBS NEWS SPEC. RPT. TUE(SUS)	2	12.00-12.30AM	12.00														TUE.		
CBS LATE MOVIE I			12.00	4,890	6.0	3,100	3.8	17	4.0	M-F	5,050	6.2	3,340	4.1	20	4.8	M-F		
			12.15					15*	4.0	M-F					19*	4.8	MWTHF		
			12.30						3.9	M-F						4.1	M-F		
			12.45					18*	3.6	M-F						4.0	M-F		
			1.00						3.4	M-F						4.0*	21*		
			1.15													2.1*	15*		
			1.30													2.1	M-F		
		VARIOUS TIMES (SUS)	1.30													2.0	TUE.		
CBS LATE MOVIE II			1.00	2,930	3.6	2,200	2.7	21	3.0	M-F	2,930	3.6	2,450	3.0	25	3.3	M-F		
			1.15					25*	2.8	M-F						3.3	MWTHF		
			1.30						2.6	M-F						3.0	M-F		
			1.45					23*	2.5	M-F						2.7	M-F		
			2.00													2.6	TU & F		
			2.15													1.7	TU & F		
		VARIOUS TIMES (SUS)	2.15																
NBC NBC NEWS UPDATE-M-F	1		8.00	10,350	12.7	10,350	12.7	22	9.9	M-F									
	2	8.58- 8.59PM	8.45						13.7	MWTH	10,430	12.8	10,430	12.8	22	12.8	M-F		
			9.00						12.5	TUE.									
NBC NBC NEWS UPDATE-2-M-F	2		9.45								12,710	15.6	12,710	15.6	25	15.6	TU&TH		
NBC TONIGHT SHOW			11.30	10,110	12.4	6,190	7.6	26	9.7	M-F	9,780	12.0	5,870	7.2	24	8.6	M-F		
			11.45					27*	8.3	M-F						7.7	M-F		
			12.00						7.3	M-F						6.8	M-F		
			12.15					25*	6.0	M-F						6.3	M-F		
			12.30						5.8	FRI.						5.8	M-F		
			12.45					23*	5.5	FRI.									
NBC SCTV NETWORK/90	2	12.30- 1.57AM	12.30								5,300	6.5	2,450	3.0	15	4.1	FRI.		
			12.45													3.3	FRI.		
			1.00													2.9	FRI.		
			1.15													2.9	FRI.		
			1.30													2.6	FRI.		
			1.45													2.1	FRI.		
NBC TOMORROW COAST TO COAST-1		12.30- 1.00AM	12.30	3,670	4.5	2,930	3.6	18	4.0	M-TH	3,180	3.9	2,690	3.3	18	3.6	M-TH		
			12.45						3.2	M-TH						3.0	M-TH		
NBC SCTV NETWORK/90	1	12.52- 2.22AM	12.45	5,050	6.2	2,450	3.0	19	4.2	FRI.									
			1.00						3.5	FRI.									
			1.15					18*	3.1	FRI.									
			1.30						2.8	FRI.									
			1.45					21*	3.0	FRI.									
			2.00						2.3	FRI.									
			2.15					20*	2.2	FRI.									
NBC TOMORROW COAST TO COAST-2			1.00	2,530	3.1	1,870	2.3	18	2.7	M-TH	2,290	2.8	1,630	2.0	17	2.6	M-TH		
			1.15					17*	2.2	M-TH						2.2	M-TH		
			1.30						2.0	M-TH						1.7	M-TH		
			1.45					19*	1.9	M-TH						1.5	M-TH		
CONT'D																			
																1.6*	15*		

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	%		
EVENING MONDAY-FRIDAY-CONT'D																			
NBC TOMORROW COAST TO COAST-2-CONT'D																			
VARIOUS TIMES (SUS)																			
DAY MONDAY-FRIDAY																			
ABC GOOD MORN,AMER-MON-730(B)	2	7.30- 8.00AM	7.30							M-F	2,200	2.7	1,630	2.0	16	2.0	MON.		
			7.45													2.1	MON.		
ABC GOOD MORN,AMER-MON-830-(B	2	8.30- 9.00AM	8.30								3,830	4.7	2,930	3.6	16	3.1	MON.		
			8.45													4.1	MON.		
ABC THREE'S COM. DAY-MON(B)	2	11.00-12.00NN	11.00								8,230	10.1	5,870	7.2	24	5.6	MON.		
			11.15													7.0	MON.		
			11.30													7.6	MON.		
			11.45													8.1*	26*		
ABC FAMILY FEUD-MON(B)	2	12.00-12.30PM	12.00								5,950	7.3	5,050	6.2	19	5.9	MON.		
			12.15													6.5	MON.		
ABC RYAN'S HOPE-MON(B)	2	12.30- 1.00PM	12.30							5,870	7.2	4,890	6.0	19	5.9	MON.			
			12.45												6.1	MON.			
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45													M-F			
ABC ALL MY CHILDREN-MON(B)	2	1.00- 2.00PM	1.00							8,070	9.9	6,030	7.4	22	6.9	MON.			
			1.15												7.5	MON.			
			1.30												7.5	MON.			
			1.45												7.6*	22*	7.6	MON.	
ABC ABC DAY NEWSBRIEF-MON(B)	2	1.57- 1.59PM	1.45							5,460	6.7	5,130	6.3	18	6.3	MON.			
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	8,070	9.9	7,740	9.5	34	9.5	M-F	7,250	8.9	7,010	8.6	34	8.6	TU-F		
ABC ONE LIFE TO LIVE-MON(B)	2	2.00- 3.00PM	2.00								6,600	8.1	5,220	6.4	19	6.7	MON.		
			2.15												6.4*	19*	6.2	MON.	
			2.30														6.3	MON.	
			2.45												6.4*	19*	6.5	MON.	
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F							M-F		
ABC GENERAL HOSPITAL-MON(B)	2	3.00- 4.00PM	3.00								8,640	10.6	6,360	7.8	22	8.1	MON.		
			3.15												8.0*	23*	8.0	MON.	
			3.30														7.8	MON.	
			3.45												7.5*	21*	7.2	MON.	
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F							M-F		
CBS SUMMER SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F		
CBS SUMMER SEMESTER-MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F		
CBS JEFFERSONS MON(B)	2	10.00-10.30AM	10.00								6,680	8.2	5,130	6.3	23	5.1	MON.		
			10.15													7.5	MON.		
CBS MAGAZINE(S)	1	10.00-11.00AM	10.00	4,730	5.8	2,690	3.3	17	3.8	THU.									
			10.15																
			10.30																
			10.45																
															3.0*	15*	3.0	THU.	
CBS ALICE-MON(B)	2	10.30-11.00AM	10.30								6,440	7.9	5,710	7.0	24	7.3	MON.		
			10.45														6.8	MON.	
CBS PRICE IS RIGHT 1-MON(B)	2	11.00-11.30AM	11.00								5,300	6.5	4,320	5.3	18	5.3	MON.		
			11.15														5.2	MON.	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
CBS PRICE IS RIGHT 2-MON(B)	2	11.30-12.00NN	11.30 11.45								5,950	7.3	4,890	6.0	19	5.8 6.1	MON. MON.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,560	5.6	4,480	5.5	24	5.5	M-F	4,320	5.3	4,160	5.1	24	5.1	M-F
CBS US OPN TENNIS-MON(S)	2	12.30- 6.00PM	12.30 12.45 1.00 1.15 1.30 1.45 2.00 2.15 2.30 2.45 3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45								13,690	16.8	3,670	4.5	13	3.9 3.7 3.9 4.7 5.0 4.9 5.1 4.9 4.7 4.5 4.5 4.7 4.8 4.6 4.3 4.2	MON. MON. MON. MON. MON. MON. MON. MON. MON. MON. MON. MON. MON. MON. MON. MON. MON. MON. MON.
CBS US OPN TENNIS-FRI(S)	2	3.00- 5.32PM	3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00 5.15 5.30								8,970	11.0	3,260	4.0	14	3.5 2.7 2.6 2.8 3.4 3.8 4.7 4.9 5.3 5.6 4.8	FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI.
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,130	6.3	4,890	6.0	20	6.0	M-F	4,730	5.8	4,560	5.6	20	5.6	TU-TH
CBS AFTERNOON PLAYHOUSE-FRI.(S)	1	4.00- 4.30PM	4.00 4.15	3,100	3.8	2,360	2.9	11	2.9 2.9	FRI. FRI.							
CBS AFTERNOON PLAYHOUSE-MON.(S)	1	4.00- 4.30PM	4.00 4.15	4,080	5.0	3,180	3.9	13	3.8 3.9	MON. MON.							
CBS AFTERNOON PLAYHOUSE-THU.(S)	1	4.00- 4.30PM	4.00 4.15	3,340	4.1	2,450	3.0	11	3.1 2.9	THU. THU.							
CBS AFTERNOON PLAYHOUSE-TUE.(S)	1	4.00- 4.30PM	4.00 4.15	4,400	5.4	3,420	4.2	14	4.3 4.1	TUE. TUE.							
CBS AFTERNOON PLAYHOUSE-WED.(S)	1	4.00- 4.30PM	4.00 4.15	3,260	4.0	2,850	3.5	12	3.7 3.3	WED. WED.							
CBS CHILDRENS MYSTERY THEATER(S) CONT'D	2	4.30- 5.30PM	4.30								5,130	6.3	3,590	4.4	13	4.5	TUE.



## NielSEN NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE						
				(000)	%	(000)	%	%	%	(000)	%	%	%						
DAY MONDAY-FRIDAY-CONT'D																			
CBS CHILDRENS MYSTERY THEATER(S)-CONT'D																			
			4.45																
			5.00																
			5.15																
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.26AM	1	8.26- 8.29AM	8.15	3,260	4.0	3,100	3.8	36	3.8										
	2	8.26- 8.30AM	8.15																
ABC SCHOOLHOUSE ROCK-10.26AM	1	10.26-10.29AM	10.15	7,660	9.4	7,170	8.8	39	8.8			2,930	3.6	2,450	3.0	21	3.0		
ABC SCHOOLHOUSE ROCK-10.55AM	2	10.55-10.59AM	10.45																
ABC SCHOOLHOUSE ROCK-10.56AM	1	10.56-10.59AM	10.45	7,580	9.3	7,170	8.8	39	8.8			4,650	5.7	4,320	5.3	23	5.3		
ABC DEAR ALEX & ANNIE-11.26AM	2	11.26-11.29AM	11.15																
ABC DEAR ALEX & ANNIE-11.55AM	1	11.55-11.59AM	11.45	4,480	5.5	3,830	4.7	21	4.7			4,080	5.0	3,830	4.7	20	4.7		
ABC SCHOOLHOUSE ROCK-11.56AM	2	11.55-11.59AM	11.45																
ABC NCAA FOOTBALL PRE GAME	2	3.00- 3.17PM	3.15																
ABC NCAA FOOTBALL POST GAME	2	6.51- 7.00PM	6.45																
CBS SUMMER SEMESTER-SAT(SUS)		6.30- 7.00AM	6.30																
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,610	3.2	2,200	2.7	23	2.7										
				</															

CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,260	4.0	3,100	3.8	23	3.8			3,260	4.0	2,930	3.6	19	3.6		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	4,650	5.7	4,400	5.4	27	5.4			5,710	7.0	5,460	6.7	29	6.7		
CBS IN THE NEWS- 9.56AM	2	9.56- 9.59AM	9.45									6,110	7.5	5,870	7.2	32	7.2		
CBS IN THE NEWS-10.26AM	1	10.26-10.29AM	10.15	3,260	4.0	3,020	3.7	16	3.7										
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	3,830	4.7	3,340	4.1	18	4.1			5,790	7.1	5,460	6.7	28	6.7		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,400	5.4	4,080	5.0	21	5.0			6,440	7.9	5,710	7.0	29	7.0		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,220	6.4	4,480	5.5	23	5.5			5,220	6.4	4,650	5.7	23	5.7		
CBS IN THE NEWS-12.26PM	1	12.26-12.29PM	12.15	3,260	4.0	3,100	3.8	16	3.8										
CBS IN THE NEWS-12.56PM	1	12.56-12.59PM	12.45	4,080	5.0	3,420	4.2	17	4.2										
NBC ASK NBC NEWS-8:28AM	2	8.28- 8.30AM	8.15									2,930	3.6	2,850	3.5	28	3.5		
NBC TIME OUT-8:28AM	1	8.28- 8.30AM	8.15	1,390	1.7	1,390	1.7	16	1.7										
NBC ASK NBC NEWS-8:58AM	1	8.58- 9.00AM	8.45	3,020	3.7	2,770	3.4	22	3.4										
NBC ASK NBC NEWS-09:28AM	2	9.28- 9.30AM	9.15									5,950	7.3	5,790	7.1	30	7.1		
NBC TIME OUT-9:28AM	1	9.28- 9.30AM	9.15	3,420	4.2	3,340	4.1	21	4.1										
NBC ASK NBC NEWS-9:58AM	1	9.58-10.00AM	9.45	3,260	4.0	3,020	3.7	17	3.7										
NBC ASK NBC NEWS-10:28AM	2	10.28-10.30AM	10.15									4,810	5.9	4,480	5.5	23	5.5		
NBC TIME OUT-10:28AM	1	10.28-10.30AM	10.15	3,100	3.8	3,020	3.7	17	3.7										
NBC ASK NBC NEWS-10:58AM	1	10.58-11.00AM	10.45	3,260	4.0	3,100	3.8	17	3.8										
NBC ASK NBC NEWS-11:28AM	2	11.28-11.30AM	11.15									4,320	5.3	4,160	5.1	22	5.1		
NBC TIME OUT-11:28AM	1	11.28-11.30AM	11.15	3,990	4.9	3,910	4.8	20	4.8										
NBC ASK NBC NEWS-11:58AM	1	11.58-12.00NN	11.45	3,910	4.8	3,830	4.7	20	4.7										
NBC ASK NBC NEWS 12:28PM	2	12.28-12.30PM	12.15									4,160	5.1	4,080	5.0	20	5.0		

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
DAY SATURDAY-CONT'D															
NBC TIME OUT-12:28PM	1	12.28-12.30PM	12.15	2,770	3.4	2,690	3.3	14	3.3						
NBC NBC MAJOR LEAGUE PRE GAME	2	2.00- 2.16PM	→GRID 2.15							3,830	4.7	3,750	4.6	17	
NBC NBC MAJOR LEAGUE GAME	1	2.15- 4.54PM	→GRID 4.45 5.00	11,170	13.7	5,540	6.8	23 7.2* 24*	6.5 2.0						4.3
DAY SUNDAY															
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.05AM	→GRID 11.00	1,790	2.2	1,140	1.4	7	1.5						
ABC DEAR ALEX & ANNIE-11.25AM	2	11.25-11.29AM	11.15							2,360	2.9	2,280	2.8	13	2.8
ABC DEAR ALEX & ANNIE-11.26AM	1	11.26-11.29AM	11.15	1,790	2.2	1,630	2.0	9	2.0						
ABC ANIMALS-ROCK(SUS)	2	11.55-11.59AM	11.45												
ABC SCHOOLHOUSE ROCK-11.55AM	1	11.55-11.59AM	11.45	2,200	2.7	1,960	2.4	10	2.4						
ABC ABC SUNDAY AFTERNOON BSBL	1	2.00- 5.08PM	→GRID	8,310	10.2	2,610	3.2	9		8,310	10.2	2,690	3.3	9	
	2	2.00- 5.14PM	→GRID							8,310	10.2	2,690	3.3	9	
	2	2.00- 5.14PM	→GRID 5.00 5.15											1.4* 3*	1.4

			5.30						1.9						
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15												
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45												
CBS CBS NFL FTBL GM	1	1.00- 4.13PM	→GRID	22,980	28.2	12,310	15.1	45		23,060	28.3	10,680	13.1	38	
	2	1.00- 4.10PM	→GRID										14.6*	39*	14.6
			3.45												10.5
			4.00						11.4						4.0
			4.15						6.8						
CBS CBS NFL FTBL POST	2	3.58- 4.10PM	→GRID							2,450	3.0	2,450	3.0	8	
			4.00												2.9
CBS CBS NFL FTBL POST GAME(SUS)	1	3.55- 4.14PM	3.45												
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.19PM	→GRID	14,830	18.2	5,620	6.9	24							
			4.00						8.1						
			4.15					8.6* 26*	8.0						
			4.30						<<						